

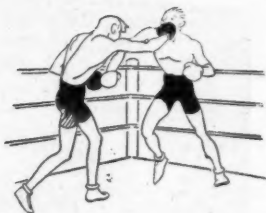
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXXIII, No. 8 NEW YORK, NOVEMBER 19, 1925

10cA COPY

B. A. I. S. 1924 with
N. W. Ayer & Son



Leather Pushers

"The public pays its money to see a champion," said an old-timer who knows more about training fighters than a squirrel knows about nuts. "But it takes a stable of good sparring partners—two-fisted, knock-'em-down and drag-'em-out leather pushers—to make a champion."

In the well-balanced line of the Amity Leather Products Company, of West Bend, Wis., makers of pocket-books, purses, billfolds and Key Kaddys, we saw the stuff champions are made of. The stuff that challenges the toughest competition and knocks it for a loop. The stuff the public gladly pays its money for.

What the line needed to bring it into the spotlight was a group of husky "leather pushers," and these we provided in a series of hard-hitting advertisements.

The bout is on and the sales sheets of our client show that the work of the "leather pushers" is telling.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



A Superior Purchasing Guide;—so comprehensive and efficient that more than *25,000 important industrial and mercantile buyers (all lines, everywhere buying every product) now refer to it to find where to buy. Also an important foreign circulation.

* Not all latest edition—some use one edition for two or more years—Exact circulation of each edition shown by A. B. C. Audits, furnished upon request.

The only "Paid" circulation work of its kind, it aims at 100% completeness regardless of advertising.

**BIG
BUYERS**
Prefer it,
order it,
pay for it,
use it.



**A. B. C.
MEMBER**
(THE ONLY ONE)



It presents the sales message to the right man at the right time. Space, costing for only one issue a year, continues in full effect every day in the year, and brings continuous direct returns. Hence,

2300 Advertisers Use 7432 Spaces

Most of them use "Keys" and know what they get.

More space advertisers than any other publication, weekly, monthly or any other kind—Few others have half as many.

THOMAS PUBLISHING COMPANY, 461 Eighth Avenue, NEW YORK
CHICAGO OFFICE—20 W. Jackson Boul.—Phone Harrison 3730

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXIII NEW YORK, NOVEMBER 19, 1925

No. 8

We Proved to Dealers That Our Product Is Not Seasonal

As a Result, We Have Changed a Spring and Summer Business into a Twelve-Month Affair

By James E. Ten Eyck

President, The Klearflax Linen Looms, Inc.

USUALLY a new business has either an established product or an available market. We had neither.

We had no product for which we needed merely to find a market. We had no available market for which we needed merely to produce a salable article.

When, after a great deal of experiment, we did uncover our product, we were just at the ordinary starting point of most companies; we had to develop a market. At that point we came up against two clearly defined problems. First, we found our linen rugs and carpets were classified by consumer and dealer as seasonal. Second, we found that the merchant and his customer were considering them as substitutes for regular woven textile floor coverings, when they actually *were* woven textile rugs and carpets.

In short, at the beginning of its business life, the Klearflax company faced more problems than the average manufacturing concern is called upon to solve in a business lifetime. And if our story shows anything, it indicates that the sound advertising and merchandising ideas which work in one industry will work equally well in another. We did not originate any startling new methods, but we did pioneer with tested ideas in a field where our efforts were regarded at first with considerable

amusement. It seemed immensely humorous to the trade that we should turn to national advertising and modern merchandising methods in order to solve our problems. Yet, the fact that we succeeded in adapting these to an industry that had not previously used them in a consistent way is indicated by the number of floor covering manufacturers who today are using large space to advertise their product. When we started out, I don't believe one company advertised to consumers. Today, many, manufacturers are investing large sums in the national field, and I am told that one of them contemplates an appropriation of \$1,500,000 next year.

That is one result. Another is that, whereas the average rug salesman used to sell rugs by visiting his trade two to four times a year, unpacking a lot of trunks at a hotel and telling rug buyers to come over and look at them, today the rug salesman goes out to the trade much more frequently, and, furthermore, he combs his territory thoroughly. This result, as well as the increased advertising, is, of course, not entirely our doing, but our pioneer efforts, I believe, helped to bring it about.

To show how we solved our particular problems with methods that, while not new to business, were novel to the rug industry, a few words on the origin of linen

rugs will be helpful. They will show how our problems arose and how they were overcome.

Flax, after crossing the United States, settled as a standard crop in the Northwest, where it is raised for the seed which gives linseed oil and linseed meal cake, a cattle food. In trend with the present-day method of utilizing all waste products, many experiments were made in an effort to get something useful from what was left of the flax crops after the seed had been taken out. The experiments centred on an attempt to manufacture the same fine yarn that Europe uses in its famous tablecloths and sheetings. Our flax, however, was short, tangled and coarse, and no way could be found to make a fine yarn from it. Though it was the same flax that grows in Europe, the fact that it was being grown for seed instead of for length and strength, made it useless for fine linens.

We spent considerable money on experiments trying to make fine linens from it. When we found that we could not make a fine yarn, we decided to make a coarse one that would be heavy enough for rugs and carpets.

At this point, then, we found our product. The next job was to make a market for it. Not having organized any special selling ideas, we just felt our way along. The first thing that happened was that our linen floor coverings began to be accepted as washable rugs for the porch. Furthermore, the appearance of the rug caused dealers and consumers to jump to the conclusion that here was something similar to fibre and grass rugs, and so suitable only for spring and summer use. The name Klearflax also influenced people to think that the rug was to be used as near-grass or fibre material, which it decidedly was not.

At this stage, we began to analyze the market, and right then we ran into a situation where we had to face real facts. Dealers, following their tendency to classify all merchandise arbitrarily, had decided that linen rugs were seasonal, and so were putting them

in floor piles with grass and fibre rugs. As grass and fibre coverings sold for a quarter or a third as much as Klearflax, our product stood little chance. This, combined with the handicap of the name and the fact the general belief was that these rugs were for porches and were good only for spring and summer, presented several serious sales barriers.

We thought of changing the name, but decided that the prestige already gained should not be thrown away. We studied the fabric, which was the heaviest linen to be found, and realized that it had been accepted for porch use largely because it was rough to the touch of the fingers. But, we learned, it was not rough to the touch of the foot and so would make a fine covering for bedroom floors. We knew that the fact that it was made of linen gave it one strong selling feature. But we felt that the colorings and clean nature of the fabric, plus the fact that it was made entirely of pure virgin flax, made it ideal for bedrooms. If the rugs were sold for that purpose, we reasoned, two things would happen; there would be a much wider market for them and they would no longer be considered in the seasonable class.

RAN INTO SKEPTICISM ON PART OF HOUSEHOLDERS

But in promoting our product for the bedroom we ran into trouble. People were skeptical. We had to convince them that, being made of linen, the rugs gave wear and blended with almost any decoration. So we went a step farther and promoted them for use in every room of the house, adopting the slogan that "there is a room in every house where Klearflax can be used" and leaving it to the individual taste to decide which room that was.

It was comparatively easy to decide to take the rugs off the porch and out of the seasonal class by putting them into the bedroom, where 60 per cent of them now go, but it was not so easy to put the plan into practice. Yet, the way it eventually was done solved both the seasonal problem and



That Last Five Yards

IS your advertising in Village America making touchdowns? Most teams can get the ball within striking distance of the goal, but the winning team is the one with the *scoring* play.

Let the Christian Herald get that last five yards for you in Village America.

The key to Village America is the Church families. The key to the Church families in Village America is

Christian Herald

More than a magazine—*An institution*

GRAHAM PATTERSON, *Publisher*

Bible House

New York

that of substitute classification.

First of all, we advertised nationally and emphasized the bedroom angle and the linen appeal. Details of this advertising need not be gone into, for the interesting part of the work in hurdling this barrier was the effort which we put on dealers and their salesmen. Advertising gave us something tangible to hinge our selling talk on, and hard work in selling was what put the proposition over with the dealers.

We had gone ahead on the policy of selling to any store that was well rated and that would take our line. However, we found that some dealers could not sell the rugs, so we had to organize selling methods and develop a policy that would get goods out of these stores.

This finally led to a policy of exclusive dealers in all cities but the largest. With an exclusive agent, we found we could not only get co-operation, but we could give it, and so we began to build up the idea of a real partnership with the merchant instead of merely a selling relation. We set out to take a personal interest in the dealer's individual problems and to help him with them.

The carpet and rug trade was unfamiliar with such methods. Buyers could not understand how it was possible to move rugs except by natural sales or price cuts. They had to be educated to advertising and merchandising ideas that were old to others, but new to them. It became our job, through exclusive accounts and partnership relations, to get dealers to do as we suggested.

One of the very first difficulties in this connection was to get the rugs stocked. No doubt manufacturers are always up against the task of getting merchants to put in a representative line after they have agreed to handle the merchandise. In our case, we found that dealers wanted to have a bundle of samples and a few of the rugs instead of a complete, representative line that would always be kept filled in. The merchants just "didn't carry one-tone rugs that way."

We found we could sell a man on the line all right, but that he would end by taking \$6 worth of samples and think he was doing well. Accordingly, we spent a great deal of effort on getting over the full-stock idea. We used three selling points to do this.

We first showed a man that if he made any investment, he must make a good one, in order to get best results from the money invested. We didn't tell him how much he must buy, but we helped him to make up his mind as to what would be a proper stock for his particular store. We did not, however, let him take less than our figures showed to be a representative stock. As an example, take the case of a man who had two stores in two cities. He had the line, but he wouldn't keep it as full as we felt was necessary to justify his investment. When he sent us his next order we did not fill it, knowing that after a while he would come personally to find out why he didn't get his rugs. When he came in, we said frankly that his line was not representative. He asked how much it would cost to make it a full one, but instead of simply stating a fixed amount we went over statistics from other stores, which gave him a convincing idea of what a full stock should be. Then, we told him the cost, and in the face of the figures we had shown him, he did not balk.

Later, I shall show how this representative line idea helped take Klearflax rugs and carpets out of the seasonal class, but I must first set down the other two points we used in getting over the full-stock idea. The second was to show how consumer confidence in the product would be built up when a woman saw that the store had a comprehensive assortment to offer and was whole-heartedly interested in the rugs. Third, we pointed out that the store salesmen, seeing a full stock, would realize that the store was behind the product and so they, too, would support it.

Having gained the merchant's co-operation in taking a full line, we went further and pointed out

(Continued on page 188)

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**5 feet 4 inches
is a pretty
good height**



It's taller than his mother and as tall as a lot of older people. But it's not as tall as he's going to be, for this up-and-coming sixteen-year-old is putting on inches by the day and weight by the hour. He's 122 pounds of active young manhood today. But wait a year and you won't know him.

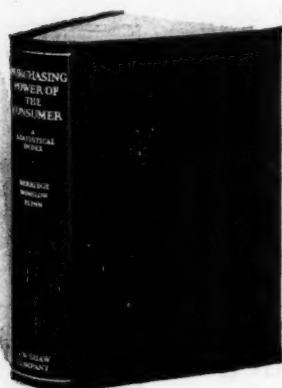
He goes to high school and he plays on "the varsity" in the fall and short-stops in the spring. He fills up his spare time in winter with such sports as hockey and basketball. He knows as much about a motor-car as a veteran garage man. He knows more about styles for young men—fellows in his set—than *Vanity Fair*, for he sets 'em. He eats! My eye, how he eats! He's full of affection, loyalty, enthusiasm. And gosh, how he uses them for whatever has won his approval!

This near-man's characteristics represent the average of 80 per cent of the half-million readers of *THE AMERICAN BOY*—16 years old—122 pounds—5 feet 4 inches high—in high school. 15 per cent are about fourteen. 5 per cent are of college age.

Whatever you sell that men use, these 500,000 near-men will buy. They're your equal in height, weight, buying preferences, intelligence. They're your equal in everything but years. Sell to them through the advertising columns of *THE AMERICAN BOY*.

Copy received by December 10th will appear in February.

The **American Boy**
Detroit Michigan

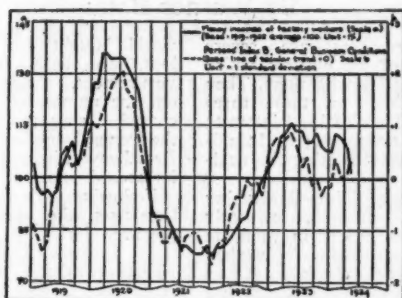


SUGGESTIONS of methods for using
current public statistics as a measure
of purchasing power

Three Studies of the Purchasing Power of Consumers —now published in book form

IN an attempt to develop better methods of studying buying habits the J. Walter Thompson Company conducted a prize essay contest on the "Purchasing Power of the Consumer."

From the essays submitted three have been chosen as offering the most assistance in the analysis of buying power.



CHARTS, diagrams and tables showing the relations between business conditions and consumers' ability to buy

These have now been published in book form.

Sales Managers will find in this book practical suggestions for working methods by which current public statistics can be used as a measure of the purchasing power of their customers.

We shall be glad to send you a copy of this book upon receipt of \$4.00. If you wish to return the book within five days, money will be refunded. Address Statistical Department, J. Walter Thompson Company, 244 Madison Avenue, New York City.

Dunlop Gives Dealers the Electros They Want

Which Is Something Most Manufacturers Do Not Do

By Warner Bates

MOST retailers are severe critics of the electros which manufacturers furnish them. They object to them on these three grounds: 1, Lack of local interest; 2, Lack of timeliness; 3, Insufficient space for inserting the dealer's name.

The Dunlop Tire & Rubber Corporation, Buffalo, evidently had all these points in mind in preparing electros for its dealers and distributors this fall.

For some time, the company has been putting emphasis on the fact that every two and one-half seconds throughout the twenty-four hours of the day, someone, somewhere in the world buys a Dunlop tire—for passenger car, truck, bus or bicycle. The company's reason for this particular angle is that although the present American Dunlop organization has only been in existence about two and one-half years, the parent concern is the oldest in the business.

Starting operation in a country where there were already more than enough manufacturers to supply existing tire needs, Dunlop sought for some means of quickly establishing the international character of its business. Therefore, it figured out the volume of its world-wide sales against the total number of seconds in a day, and the result was the slogan: "Every $2\frac{1}{2}$ seconds somewhere in the world someone buys a Dunlop." Just recently, increased business has reduced it to $2\frac{1}{4}$ seconds.

This idea has, for some time, been incorporated in literature for dealer distribution, dealer display and other advertising. A few months ago, the company commenced using the idea occasionally in its advertising in general periodicals. "While Gar Wood was beating the 20th Century the

world bought 4,272 more Dunlops," was the heading of one advertisement. Another brought out the number of Dunlops purchased during the time in which the Pennsylvania's crack train, the Broadway Limited, was making its record run.

Following this same idea of timeliness, the company recently prepared dealer electros which featured football. The electros were so prepared that local interest could be secured in each case by inserting the names of football teams playing in the territory where the dealer was located. These advertisements were to be used by the dealer following important local games.

A sample advertisement indicates the nature of the copy. It is not a prediction of how the Yale-Harvard game will turn out:

While Harvard Beat Yale
the world bought 1,596 more Dunlops.
All the world cheers Dunlop—because
the Dunlop Tire is a winner. During
the brief hour of yesterday's big football
game the world bought 1,596 more
Dunlop Tires, because Dunlop's extra
miles of comfort have been proven for
37 years on the highways of the world.
And Dunlops cost no more than ordinary
tires.

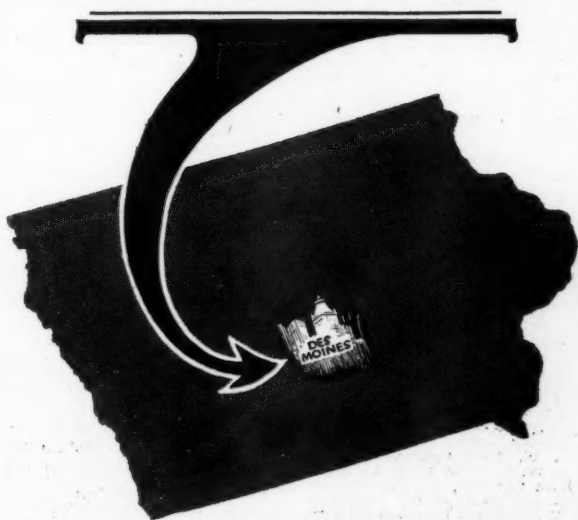
Every $2\frac{1}{4}$ seconds
somewhere in the world someone buys a
DUNLOP TIRE
Dealer's Name and Address Here

The illustration showed a football husky running with the ball.

The instructions to dealers explained that the first four words in the main heading were not included in the dealer electro. "The names of the teams playing the biggest game in your locality should be substituted for 'Harvard and Yale.' Immediately following the game, the newspaper should set up the head in its proper form, depending on the result of the game.

"The official playing time of all

The Des Moines Register and Tribune has more daily circulation in the city of Des Moines *alone* than any other daily newspaper has in the entire state of Iowa.



170,688 Daily

Net Paid Average Circulation
October, 1925

college football games is one hour, so this advertisement is correct for any game."

Advertisements were to be inserted on the sport page of the issue carrying the first detailed account of the game. A list of the more important games to be played throughout the United States was given to dealers.

Two sizes of electros were offered. The space provided for insertion of the dealer's name was exactly the same size as that used for the Dunlop signature.

Thus, it will be seen that this plan for getting dealers to use electros overcame all three objections.

The Dunlop company reports that requests from dealers are reaching their branch offices in satisfactory volume, although it is too early as yet to gauge accurately the results.

Buffalo Agencies Consolidate

The E. P. Remington Advertising Agency and the Walz Advertising Agency, both of Buffalo, N. Y., have been consolidated under the name of the former. Addison F. Vars, who was president of the Remington agency, is president of the new organization. Raymond E. Walz is first vice-president, and Frederick W. Kendall, Jr., is second vice-president. Other officers are: Secretary, E. K. Emerson; treasurer, William J. Richards, and assistant secretary, Frank J. Hess.

C. E. Goods, formerly production manager of the Walz agency, is now assistant to the president. Owen F. Thompson, who has been treasurer of that agency, is manager of finance. C. B. McQuaig, of the Walz agency, has joined the copy staff of the E. P. Remington agency.

S. W. Meek, Jr., Joins J. Walter Thompson

Samuel W. Meek, Jr., has resigned as secretary and a director of the Charles W. Hoyt Company, Inc., to become associated with the J. Walter Thompson Company, Inc. In due time he will take charge of the London office. Mr. Meek has been with the Hoyt agency for about six years.

Children's Wear Account for Frank Seaman

The Economy Textile Company, New York, manufacturer of children's dresses, has appointed Frank Seaman, Inc., advertising agency, also of New York, to direct its advertising account.

Willard Chevalier Heads New York Business Publishers

Willard Chevalier, of the *Engineering News-Record*, has been elected president of the New York Business Publishers Association. He succeeds Robert H. Van Deventer. Robert J. Patterson, of the *American Hatter*, was elected vice-president; Edgar J. Buttenheim, of the *American City*, treasurer; and A. E. Bohn, of the McGraw-Hill Company, secretary.

Fred Schultz, *Iron Age*; Ralph Duysters, *Railway Age*; Frank C. Wight, *Engineering News-Record*; and Mr. Van Deventer, of the *Engineering Magazine Company*, were elected directors.

New Campaign to Start in January

The Woods Manufacturing Company, Ottawa, Can., and Ogdensburg, N. Y., maker of Arctic Eiderdown sleeping robes and other outdoor equipment, has appointed the E. P. Remington Advertising Agency, Buffalo, N. Y., to direct its advertising account. Business paper, direct-mail and magazine advertising campaigns will be started in January.

Trenton, N. J., "State Gazette" Sold

The Trenton, N. J., *State Gazette*, published by the State Gazette Publishing Company, has been sold to F. W. Roebeling, E. C. Rose and F. D. Schroth. The latter, who will be editor, had been with the New York *Herald Tribune* and the Philadelphia *Record*. The first issue under the new ownership will appear December 1.

W. M. Zintl to Join du Pont de Nemours

William M. Zintl, of the advertising sales department of the Curtis Publishing Company, has been appointed director of sales of the paint and varnish division of the paint, lacquer and chemicals department of E. I. du Pont de Nemours & Company. He will assume his new duties shortly.

Hoyt Catlin to Join E. T. T. Williams & Associates

Hoyt Catlin, sales engineer and advertising manager of the Bryant Electric Company, Bridgeport, Conn., will join E. T. T. Williams & Associates, New York advertising agency, on January 1.

Automotive Account for Buchen Agency

The Bucyrus Company, South Milwaukee, Wis., manufacturer of automotive machinery, has placed its advertising account with The Buchen Company, Chicago advertising agency.

Milwaukee—First City in Diversity of Industry

You Need Only One Paper Here—

DURING October, 1925, The Milwaukee Journal broke its own previous high record for the greatest volume of paid national advertising published during any single month in any Wisconsin newspaper.

The Journal printed 442,176 lines in October—leading *both* other Milwaukee papers *combined* by almost 100,000 lines. This is a gain of almost 40 per cent over October, 1924.

During the first 10 months of 1925 The Journal printed 3,329,100 lines of national advertising—more by a half million lines than the other *two* papers *combined*! The Journal gain over 1924 (10 months) is 540,000 lines—about 20 per cent.

These records prove conclusively that, in the rich Milwaukee Wisconsin market, The Journal is the only newspaper needed to bring the greatest volume at the lowest advertising cost per sale.

The Milwaukee Journal

FIRST—by Merit

Wisconsin—First State in Value of Dairy Products

The Babbitt

Richer than any

TAKE this line from Arthur Brisbane: "All that the big man can possibly get is what the little man has to spend."

There are thousands of "little" men to every "big" man—thousands of little budgets to every big budget; thousands of dollars spent by "the rest of us" to every dollar spent by the very rich.

Chicago Herald

NEW YORK: 1834 Broadway

ts • • Are Rich nobody, anywhere

That's why newspaper advertising pays such big dividends to those who do it right. It reaches everybody, everywhere, big and little, rich and poor.

More than 380,000 people buy the Herald and Examiner every day. A million people read it.

To the last one of them they have money to spend —and spend it.

ond Examiner

SAN FRANCISCO: Monadnock Bldg.

Developing the Security Market in Chicago

Members of the Investment Bankers Association of America, in co-operation with The Chicago Daily News, are conducting a unique radio-newspaper campaign to promote the sale of securities in and around Chicago.

Speeches by prominent financiers are broadcast through The Daily News Radio Station WMAQ, and are subsequently printed in The Daily News.

This series of speeches has aroused widespread interest and focused attention on the market and financial pages of The Chicago Daily News.

Every day, in its "Final Edition," The Daily News gives the complete story of the financial day 12 hours earlier than the same reports are supplied by any morning newspaper.

This fact, and the comprehensiveness and reliability of The Daily News' reports, have developed a keen reader interest in the financial and market pages of The Daily News among the investors of Chicago and its suburbs.

The Chicago Daily News
First in Chicago

Shunning Shakespeare!

The Copy War Waxes Hotter

By Richard Surrey

THE ancients invested words with tremendous power. Virgil said that a formula in rhyme would make the moon come down out of heaven. And there is a legend to the effect that Archilochus, angered by Lycambes, who refused him his daughter Neobule to wed, attacked the whole family in an iambic poem—really a magical incantation—which reduced the girl and her father to despair and suicide.

In the Orient, they still believe in the power of these incantations, or *mantras*: and among the Celts it used to be said of a sorceress, as an indication of her command of magical forces—*tha facal aice*—"she has a word."

I am reminded of this antique faith in the inherent virtue of words by two articles which have lately appeared in *PRINTERS' INK*; one by Charles S. Knapp in the October 22 issue, and the other by William E. Cameron in the October 29 issue. The former is entitled: "Why Pick on the Poor Copy Writer?" The latter bears the caption: "The Intellectual High Diver Makes a Poor Copy Writer."

These gentlemen have not merely lost faith in the power of words to bring the moon down out of heaven—a mild form of scepticism with which I have no quarrel—but they appear to have lost all faith in the magical power of words to move human feelings.

That this power still exists and that it is magical—in the sense that no scientific explanation of it has been satisfactorily advanced—is not a matter of opinion. It is not a subject for argument between these gentlemen and myself, or anyone else. It is a fact. It is, indeed, what people are fond of calling "a scientific fact," by which is meant, usually, that the fact in question is admitted by scientists as a "demonstrable phenomenon."

Although scientists cannot ex-

plain the magical power of words to arouse emotion, they admit the existence of that power, and during the last twenty years it has been the subject of the most penetrating researches, in the attempt to define its limits and trace its processes. Philologists use the term "affective language" to cover this particular branch of their studies, and an illuminating chapter under this title is contained in one of the most recent and most scholarly works added to the great collection of scientific books published in France under the general title of, "L'Evolution de l'Humanité." An English translation of this particular work, by Professor J. Vendryes, of the University of Paris, was published this year by Alfred A. Knopf, and is called, "Language: A Linguistic Introduction to History."

AN INTERESTING BOOK

I do not imagine that Messrs. Knapp and Cameron, whose contempt for the *literati* and the "intellectual high divers" is probably shared by many other copy men, will want to read this book. But there may be some readers of *PRINTERS' INK* who are not above or below the studious stage with regard to advertising, and particularly with regard to copy writing, and these, I know, will welcome knowledge of any book that is likely to give them greater command of advertising's greatest force—the force of words.

"An affectivity in language," writes Professor Vendryes, "is generally expressed in two ways: by the choice of words, and by the position they occupy in the sentence. That is to say, vocabulary and syntax are the two principal sources of affective language."

I should like to go on and quote whole pages of this chapter, which support, in the most conclusive fashion, the contentions advanced in such articles of mine as "Copy

That Moves the Feelings*," "Take a Tip From Tchekhoff†," "New Twists to Old Words‡," and many more.

But my concern in this article is not to bolster up views previously expressed in PRINTERS' INK, but rather to challenge the misrepresentation of those views in the attacks of Messrs. Knapp and Cameron.

That these gentlemen came out gunning for me—indicated by their references to specific utterances of mine—is of small consequence.

What is of consequence is that copy writers should not be turned from a studious habit of mind by sneers at so-called "literary" copy.

And since these gentlemen have chosen to level their attack particularly at me I must say at once that though I have consistently advocated the study of great literary masterpieces, I have never once advocated the kind of copy that is prevalently dubbed "literary." Indeed, I have advocated the study of literary masterpieces as an *antidote* for the disease which causes advertising to be pimpled with such phrases as: "Diana rides in majesty through the azure of the night."

For it is precisely the literary masterpiece that is not "literary," in the sense that Messrs. Knapp and Cameron employ the term.

I can understand the impatience with which youthful amateurs are regarded who attempt to ape certain writers—usually the flashiest and shallowest—without really *studying* any.

What I cannot understand is the suggestion that copy writers of that type can be cured by studying *less*, rather than more.

Nobody, so far as I am aware, has ever urged copy writers to study Shakespeare in order to ape Shakespeare in advertising. My aim, certainly, in advocating the study of Shakespeare—among many other great writers—has not been with the idea that copy writers should attempt to write like

Shakespeare, but rather that the study of the ways and means employed by him, and others, in securing certain effects, might help them in the discovery of ways and the invention of means for securing totally different effects—effects, in short, that will build sales.

I am very familiar, of course, with the objection made by the opponents of literary study as an aid to advertising, that the aim of the literary man and the aim of the advertising man are totally unlike. I have even seen it declared that the literary writer's aim is *effect*, while the copy writer's aim is *a sale*; as though the two things were diametrically opposed; as though a sale were something that could be achieved without an effect.

To employ the favorite procedure of the gentleman responsible for this declaration let us ask ourselves:

What is an effect?

My Webster gives me the following numerous definitions:

1. Execution; performance; realization; operation.
2. Manifestation; expression; sign.
3. That which is produced by an agent or cause; the event which follows immediately from an antecedent called the cause; result; consequence; outcome.
4. Impression left on the mind; sensation produced.
5. Power to produce results; efficiency.
6. Consequence intended; purpose; meaning.
7. The purport; the sum and substance.
8. Reality; actual meaning; fact, as distinguished from mere appearance.

I ask you to read these definitions carefully, for all this quibbling about literary effect and advertising effect is a matter of highly serious import to the future of advertising.

I ask you to read these definitions and decide for yourself in what manner *effect* can be ignored if a *sale* is to be made.

I ask you whether a sale is or is not the outcome of an effect, or of many effects?

I appreciate that this is equivalent to saying that a sale is the outcome of an outcome, or the result of a result. And so it is! The advertising writer causes a certain effect—an impulse to buy—and this impulse, if effective

*May (PRINTERS' INK MONTHLY) 1923, p. 52.

†May 29, 1924, p. 77.

‡August (PRINTERS' INK MONTHLY) 1924, p. 17.

enough, becomes a cause, which, in turn, results in a sale.

And thus we return to what I have always maintained, that the advertising writer's job is a bigger job than the literary artist's, from a purely practical point of view. By which I mean that it implies *more* effects and *stronger* effects.

And if this be true, then the advertising writer must needs study more, not less, than the literary artist.

ANATOLE FRANCE

Will you consider for a moment the artistry or the "effects," if you like, of such an acknowledged master of language as the late Anatole France. His biography, written by his secretary, has lately been published, and for the first time there is revealed to us some of the secrets of the great French writer's command over language.

That command was not easy for him. He was not able to sit down—as Messrs. Knapp and Cameron and their disciples seem able to do—and dash off something that would create an "effect," without taking infinite pains. It is told that voluminous corrections, alterations and refinements were frequently carried as far as the *sixth* proof before he was satisfied that the effect he wanted would be produced.

And yet these gentlemen who sneer at such a man's effects and maintain that their job is much more arduous and complicated, are satisfied to tackle its ardors and complications with less preparation, study and care than the artists they despise.

This attitude of mind seems to me equivalent to that of an engineer (if one such existed) who should say to the students under him: "Forget all the fool books that have been written about engineering. Don't waste your time poring over the plans of famous bridges that have been built by the great engineers of the past. Just go out and order a few carloads of cement and a shipment of steel and chuck the thing together. You should worry about tensions and all that bunk. So

long as the commonplace public can get across it, what do you care?"

My opponents will say that this isn't fair. They will say that bridge building and copy building are not at all the same thing.

Of course they're not the same thing. But they are alike in this, at least, that both are products of human endeavor, and any human endeavor that depends on a shortcut to success is bound to fail.

The subject is much broader than copy. It involves the whole attitude of the selling or promotional type of mind, which is more eminently and continuously and unfailingly satisfied with itself than any other type of mind that was ever evolved within a human cranium.

Minds of this type are determined, it seems, that salesmanship shall be kept in a raw state. "Observe the demonstrator type," cries Mr. Cameron. "They know how to handle the mass mind."

Agreed. They do. At a certain time. And at a certain place. And in a certain way.

They know how to handle the kind of people who will idle away moments wherever a crowd collects at the sound of a raised voice or a beaten drum.

But that isn't advertising. That's attention-getting, which is only a fourth, at most, of advertising's job.

They may even make a few sales to people who are willing to try anything once.

But that isn't advertising. That's sampling.

These gentlemen who are always dragging in analogies between personal salesmanship and advertising, and who are so much concerned that every piece of copy should make a sale, should frankly call themselves salesmen and step out of the advertising fraternity, for they are not advertising men. They don't understand advertising—neither its aim, nor its influence, nor its possibilities.

Advertising is a much broader and a much greater thing than salesmanship. It *can* be employed to make actual sales, to bring actual dollars out of people's

pockets into other people's pockets. But that isn't all it can do.

Advertising is sometimes employed (rarely enough, it is true) to keep a market sold, to announce changes of policy, to deny rumors, to prevent substitution, and so on, *ad libitum*.

But that isn't all!

Advertising can and does, and will do a much greater degree in the future than at present, educate, elevate and unite millions of people in common aspirations and endeavors that are changing the face of the world.

And some of us, looking forward to that high heritage of advertising, must be pardoned if we feel some reluctance at the thought of sitting at the feet of a demonstrator, with our backs turned on Shakespeare.

Advertise to Offset Substitute Fuels

Anthracite coal operators, over the signature of the Anthracite Operators Conference, Philadelphia, are using newspaper advertising to counteract the advertising being done to promote the use of substitute fuels. In a recent advertisement the Anthracite Operators admit that anthracite, owing to the strike, is difficult to secure and substitutes must be used.

"Recognizing the fact, that as soon as a supply of anthracite coal is again available, consumers will return to its use," reads the copy, "the anthracite operators are making every effort to see that in the meantime anthracite consumers are instructed how to burn substitute fuels. To this end the operators have arranged to have the engineers connected with their Anthracite Coal Service aid the retailers in giving public demonstrations, showing how the best results may be obtained in the domestic use of bituminous coal." The locations of the demonstrations are listed and in a box are given the directions concerning how to use bituminous coal for domestic purposes.

New Accounts for Boston Agency

Estabrook & Eaton, Boston, cigar makers, have appointed The Spafford Company, Inc., advertising agency of that city, as advertising counsel. A newspaper campaign is being planned for this account.

The Spafford agency has also been appointed to direct the advertising of the American Awning & Tent Company, also of Boston. A magazine and newspaper campaign on the line of tents made by this company, is being planned.

Workmen's Nickname for Product Made Trade-Name

The Wood Shovel and Tool Company, Piqua, Ohio, manufacturer of "H. K. Wood's Molybdenum Steel Shovels," discovered that workmen had shortened the name to a more intimate nickname, "Moly," when they spoke of this particular product. The Wood company thought it was a good advertising feature and recently applied for its registration as a trade-mark so as to protect its use.

Chicago Specials and Space Buyers Hear F. T. Carroll

Frank T. Carroll, of the Indianapolis News, was the principal speaker at a recent joint meeting of the Newspaper Representatives' Association of Chicago and the Advertising Agencies' Space Buyers of Chicago. His subject was "Buying and Selling Newspaper White Space for National Advertising."

Appointed by Mexican Publication

The Radio Revista, of Mexico, has appointed the Radiograph Laboratories, Chicago, as its American representative. H. Frank Hopkins and R. H. Hopkins, of the Radio Laboratories, will represent this publication in the United States.

W. B. Hall with Detroit Agency

William B. Hall, formerly copy chief of McKinney, Marsh & Cushing, Inc., Detroit advertising agency, has joined the Gruenell Advertising Agency, of that city, as vice-president and account executive.

Polish Account for Boston Agency

The Noxon Chemical Company, Newark, N. J., manufacturer of Noxon polishes, has appointed The Goulston Company, Inc., Boston advertising agency, to direct its advertising account. Newspapers are now being used.

A. H. Levy Dead

A. H. Levy, who conducted an advertising business of his own at Detroit, recently died at that city. He was at one time president of the Advertising Club of Davenport, Iowa, where he was formerly engaged in advertising work.

C. J. Weaver Advanced by The Glidden Company

C. J. Weaver, who has been with The Glidden Company, Reading, Pa., for a number of years, has been made secretary.

Selling Confectionery in PHILADELPHIA

Philadelphia, having the third largest population in the United States is a very important market for the manufacturing confectioner.

Advertised brands of chocolate, candies and other confections naturally have first call in the 2,033 retail and wholesale confectionery shops of "the city of homes," and the alert manufacturer who wants to increase his business will find here attractive possibilities.

Telling all the Philadelphia public about your confectionery is easy if you will use the newspaper that goes into nearly every home in Philadelphia, Camden and their vicinity—THE EVENING BULLETIN.

Send for a free copy of THE BULLETIN ROUTE LIST OF CONFECTIONERY SHOPS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



520,072 copies
a day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
Kansas City, Mo.—C. J. Edelmänn, Verree & Conklin, Inc., 1100 Davidson Bldg.
(Copyright 1925—Bulletin Company)

Gimbel Brothers, Inc., Report Record-Breaking Sales Volume in October

GIMBEL BROTHERS

Incorporated

NET SALES
MONTH OF OCTOBER, 1925

\$13,300,000

*A Net Gain In Sales
Over the Previous October of*

\$1,900,000

Public recognition of the better values and greater savings produced by this organization with a purchasing power larger than any other department store group in America.

The above is an extract from an announcement published in the Evening Journal and other New York, Philadelphia and Milwaukee newspapers on Friday, November 6, 1925, by Gimbel Brothers, Inc. A reprint of the entire ad will be mailed on request.

NEW YORK EVENING

America's largest evening newspaper circulation—and at 3c a

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How They Concentrate Advertising of Their New York Store in the Evening Journal

Nothing can show more clearly the selling power of the New York Evening Journal than the proven experience of firms that use it.

Gimbel Brothers, Inc., America's largest department store organization, have used the New York Evening Journal consistently and dominantly for 15 years since the opening of their New York store in 1910.

During the record-breaking sales month of October, 1925, Gimbel Brothers, New York, concentrated more than half of their advertising investment among New York evening papers in the Evening Journal. The Evening Journal received more money than all the other evening papers combined! More money than all the New York morning papers combined! More money than all the New York Sunday papers combined!

During the year of 1924 Gimbel Brothers also spent more money in the New York Evening Journal than in all the other New York evening papers combined.

Gimbel Brothers' outstanding record of growth in sales volume, based on the manner in which they have invested their advertising dollars, has been closely linked with the largest and most responsive evening circulation in America.

Two million men, women and children in over six hundred thousand homes of Metropolitan New York, read the Evening Journal every day. They look upon this modern family newspaper as New York's greatest buying and selling medium. It is the strongest sales factor any New York merchant or manufacturer can employ in America's largest market.

VING JOURNAL

3c a double the circulation of any other New York evening paper

a 24.3% GAIN in October Lineage evidences

first

that the remarkable prosperity of the Oklahoma City market is creating unlimited trade opportunities. Today there is \$1,000,000 more in Oklahoma City Savings banks than a year ago.

second

that advertisers, local, national and classified, realize — the practically complete city coverage of the Oklahoman and Times and the overwhelming leadership in the Oklahoma City trade territory.

“First Annual Radio Exposition”

Auspices Oklahoma Publishing Co.

Week January 11, 1926

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Oklahoma City

Represented by E. Katz, Special Advertising Agency

New York Chicago Detroit Kansas City Atlanta San Francisco

Letters Should Be Good to the Last Line

Why Your Letters Should Have a Punch at the End As Well As at the Beginning

By John K. Hildebrand

A CERTAIN craftsman wanted to buy a certain material and sent inquiries to eight different manufacturers. Two of them never answered at all. Knowing that I was interested in such matters, he handed me the other six replies. I read them over one by one. I indicated the shortest letter in the bunch.

"This is the firm that got your order," I said.

"How do you know?" he asked.

I went into an explanation, in the course of which I pointed out that the brevity and succinctness of the letter, important as these merits were, had not so much to do with the case; but that the winning punch was contained in the last line. It was as follows:

"For these reasons we believe this material is exactly suited to your needs. We will ship same day order is received. Yours very truly," etc.

Now it happens that the letter in question was not a remarkable one, as such things go. It covered, although in briefer form, the same ground as its competitors. It was largely reason-why. But when the writer had finished, he stopped. The result was that in comparison to the other letters, his carried a wallop. Its last line had a kick that left an impression on the recipient.

Every one of the other five letters ended in some such fashion as this:

"Trusting that this is the information you require and that we may be favored with your order at an early date, we beg to remain," etc.

Pick up a handful of the letters that reach your desk in the course of a day's work, and you will find that about 60 per cent of them—especially in the case of replies to inquiries—end in vague, diffuse,

semi-apologetic phrases as "Hoping that," "Trusting that," etc.

No matter how good the body of the letters may be, they are all too often killed stone dead by a weak finish. The writer has striven to make a good impression, and then nullified it by a tame, conventional conclusion. Closing paragraphs of this nature are really never read. The recipient catches the words "Trusting" or "Hoping," and can easily guess the rest. The consequence is that his attention is immediately distracted and he proceeds to the next letter.

It is not safe to lay down arbitrary rules in regard to business letters; so many inquiries require individual treatment. But it might be a good idea for a daring firm or two to instruct its correspondents to cut out last lines beginning with "trusting" or "hoping," and all such allied "weasel words." After all, why not stop a letter where it ends?

HAVE YOU SUCH A FRIEND?

Who of us hasn't a friend who doesn't know how to go after he has said good-by? He lingers in the doorway, repeats a meaningless phrase or two, returns to add a new thought, looks at his watch, hesitates, shakes hands all over again, and finally departs leaving an appealing gesture behind. We perhaps value such a friend, but we would value him even more if he knew when to stop his conversation at the right time and depart without more ado.

The same principle applies to letter-writing. An abrupt conclusion is better than a weak one. We prefer the man with blunt manners to the lingering bore.

"Time is money," and yet in a letter containing say 100 words, you will often find that about

thirty words are wasted in needless genuflections and stately polite phrases. How far would a salesman get who habitually wasted one-third of his time?

I know of one firm which is trying to counteract this practice. The device it uses is an ingenious but simple one. It instructs its correspondents to imagine that they are speaking to the client on the telephone.

The language used on the telephone wire and in a business letter are, of course, not necessarily the same; some allowance must be made for the formality which belongs to any typed communication; but the gain in simplicity, the absence of stiffness, and the elimination of politely insincere phrases more than compensate for the abruptness with which letters are likely to end, until the correspondent has adjusted himself to the new way of writing.

A noted art teacher used to tell his pupils that to begin a picture right was to finish it right. This was perhaps his method of teaching his charges to see their designs as a whole before they began to work on the canvas. This would not be a bad idea for a correspondent to follow. But if this teacher meant his words to be taken literally, the converse is true as regard letter writing.

The problem of the correspondent is like that of the newspaper columnist. Ask any of the noted practitioners of that art, and they will tell you that to begin a column peppily is a cinch, but to end it likewise involves much drumming of the desk and tearing of the hair. To launch any work is relatively easy, but to stop requires a sense of restraint and self-discipline.

Another useful model for the correspondent to keep in mind is the typical O. Henry short story. O. Henry so perfected the "surprise at the end" that this form of story has come to be synonymous with his name. He frequently kept the surprise until the very last line.

It would not be wise for correspondents to try to spring too many surprises in a letter, but

they can at least end it with a positive expression instead of a negative one. To conclude by saying that "we hope" is to betray that you are thinking more of your own interests than your prospect's. The other fellow doesn't really care what you hope or you trust. His one concern is whether he would prefer to have your goods or services than to keep the price which you ask. Your job is to convince him with the fewest possible words, and having said your say, to stop. Therefore keep the letter in the "you" tone, and you will avoid the temptation of dropping back into the lame "we" conclusion.

"Always leave them laughing when you say good-by"—so the old song ran. Or to paraphrase the Maxwell Coffee slogan, make your letters "good to the last line."

Mullins Body Net Profit Increases

The Mullins Body Corporation, Salem, Ohio, reports a net profit of \$273,063, after charges, for the nine months ended September 30, against \$251,106 for that period last year. The net profit for the third quarter of 1925 was \$81,619, compared with \$44,411 for the corresponding quarter last year.

Driver-Harris Company Buys Electrical Alloy Plant

The Driver-Harris Company, Harrison, N. J., manufacturer of special alloys, has purchased the works and properties of the Electrical Alloy Company, Morristown, N. J., which it will operate as a division.

R. D. Wyly, Vice-President, Tauber Agency

R. D. Wyly, has been elected vice-president of the Tauber Advertising Agency, Washington, D. C. He has been with this agency for the last year and a half.

Thomas G. Duggan with "Success"

Thomas G. Duggan, recently with the G. Logan Payne Company, Chicago, has been appointed district advertising manager at the Chicago office of Success.

L. E. Moffett Advanced by Hanley Ceramics Company

L. E. Moffett, formerly advertising manager of the Hanley Ceramics Company, Bradford, Pa., has been promoted to sales manager.



A LINAGE RECORD of 1,596,573 lines for the month of October, established by The Indianapolis News, in the "big year", 1920, was broken in 1923, again in 1924, and again in 1925, with the largest October and the largest single month in the 56-year history of The News—1,811,886 lines. Proof positive of the *increasing* leadership of Indiana's greatest newspaper!

* * * * *

By invitation, exclusive Indiana representative,
The 100,000 Group of American Cities, Inc.

* * * * *

FRANK T. CARROLL
Advertising Director

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

 The Indianapolis Radius



The
**INDIANAPOLIS
NEWS**

Beware of Confusing Buyers

Certain Sorts of Competitive Advertising Are Almost Bound to Have That Effect

THE HOLSTEIN FRIESIAN ASSOCIATION
OF AMERICA
EASTERN EXTENSION OFFICE,
SALEM, N. J.

Editor of PRINTERS' INK:

I would be very glad to have your opinion regarding the following question: "Is it reasonable to suppose that more milk would be sold in this country if the milk of each breed were widely advertised for the particular merits it possesses, rather than by lumping this money all together and advertising 'just milk' as is now done to some extent?" I am assuming that you are aware of the fact that, for instance, Holstein milk, due to its composition, is much more desirable for child-feeding than Guernsey milk. It has smaller fat globules which are more easily digested, the curd emulsifies much more readily, and it contains considerably more milk sugar. It is balanced more nearly like a mother's milk.

On the other hand, Guernsey milk contains more fat and nutrients of other kinds which make it more adaptable for the use of grown people than Holstein milk. Its abundance of fat and yellow color make it more desirable to many people, who prefer it to Holstein milk for coffee and breakfast foods.

What I am getting at is this. If Holstein milk were advertised to the thirty million mothers in America who have children under fourteen years of age, and Guernsey milk were advertised nationally for the particular merits which it possesses, would the psychological effect of this competitive advertising sell more milk than the same amount of money spent advertising "just milk" as being good for the health?

Does not the competitive advertising of Fatima, Chesterfield, Lucky Strike, Camel, and other brands of cigarettes sell more of them than if this money were lumped together to advertise "just cigarettes"?

I believe so. If I am right, I would like to gather considerable data showing where the advertising of different concerns has proved this to be the case. If I am not right no doubt you can tell me at once.

Any information you can give me will be appreciated. If you could send me any articles from *PRINTERS' INK* showing this to be the case, I would be glad.

ALLEN N. CRISSEY,
Eastern Extension Representative.

IN one way, the plan which Mr. Crissey proposes would work out advantageously. In another way, it might do more harm than good. If Mr. Crissey means that

all milk be advertised as the milk of certain breeds of cows, then we unhesitatingly disapprove of the plan. On the other hand, if he means that dairy associations and large individual dairies should advertise the merits of their kind of milk as a tie-up with the general advertising of milk, we are glad to say that this scheme is likely to work.

The trouble with the first plan is that it is negative. It would cause confusion and hesitation in the minds of consumers. It would make them think of milk as medicine instead of the wholesome, delicious food that it is. Also the plan would be inoperative from the distribution standpoint. In many communities it is possible to get only one kind of milk. If Guernsey milk were prescribed for a certain consumer and only Holstein milk were to be obtained in that locality, the advertising might disturb said consumer to such an extent that he might decide to take lemon with his tea or else drink ginger ale. Also where there are both children and grown-ups in the family, the necessity of buying two kinds of milk would cause more trouble than the average family is willing to take.

The second plan would work, however. We believe it has already been used in the dairy business. Several of the breeder associations have at various times advertised in this way. This idea has been used extensively in other fields, such as in the paint industry, davenport-bed industry, linen industry and many others. In these industries, individual manufacturers have advertised on their own account to back up the association's efforts.—[Ed. *PRINTERS' INK*.

Joins Behel and Harvey

Frederic O. Eberling, formerly advertising manager of Gage Brothers & Company, Chicago, has been elected secretary and treasurer of Behel and Harvey, advertising agency of that city.

Fallacy No. 8 in Class Circulation

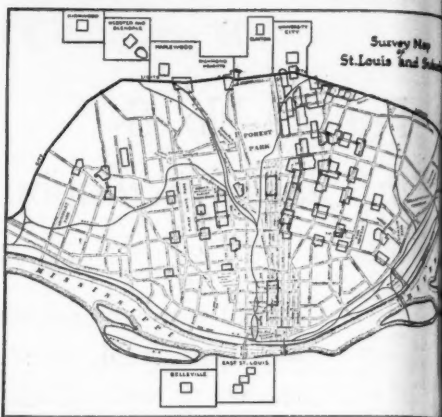
DO not let anyone tell you that freak methods are needed to sell a class magazine to well-bred people. The right kind of class magazine is quickly accepted by the right kind of people because it is visibly "one of ourselves."

Only nouveaux riches need to employ press agents and stunts.

For thirty years, *Vogue* has been recognized by well-bred women of the world as "one of ourselves." Solely by normal promotion methods it has attracted the largest and most powerful circulation in the class field.

VOGUE

Member Audit Bureau of Circulations



Survey Among St. Louis Housekeepers Proves Globe-Democrat's Big Influence in Food Purchases

Results of Investigation Explode Advertising Theory Generally Accepted as a Fact

When do women decide what their grocery orders will include? . . . On the day of purchase? . . . Or the day before?

It took a survey among St. Louis housekeepers to prove conclusively what the Globe-Democrat has always believed to be true . . . but what many advertisers have hesitated to accept . . .

. . . That the morning newspaper in St. Louis is an indispensable factor in the sale of food products in this market. The survey just completed reveals that out of ten thousand housekeepers in 71 established marketing districts in Metropolitan St. Louis, each served by one or more well established grocery stores,—

68.6% decide on the day of purchase what groceries they need and will buy.

31.4% decide on the day before.
(72.9% order groceries every day)

St. Louis Globe-Democrat

St. Louis

F. St. J. Richards - New York
J. R. Scolaro - - - - - Detroit
Guy S. Osborn - - - - - Chicago

The daily Globe-Democrat—St. Louis' ONLY morning newspaper (Remember the fact!) reaches the women of St. Louis early in the morning with food suggestions which anticipate their needs.

It reaches them when they are most receptive and eager for food suggestions.

Helps them plan their meals *on the day of purchase*. Often at the moment of purchase.

And in the 71 marketing districts covered in the survey more than 2 out of every 3 women read the *Globe-Democrat* daily and Sunday.

Circulation Concentrated Where Nationally Advertised Brands Sell Best

The people in these districts buy nationally advertised brands—a fact proved by the experience of a grocery company with numerous stores in various sections of St. Louis.

And it is in these districts where nationally advertised products sell best that the city circulation of the daily *Globe-Democrat* is concentrated. . . . *Globe-Democrat* readers are the natural buyers of your products.

An Indispensable Factor in Sale of Food Products in the St. Louis Market

The *Globe-Democrat* is an indispensable factor in securing adequate coverage economically among the housekeepers in the better grocery trade areas of St. Louis.

The *Globe-Democrat* alone covers the entire St. Louis market as no other paper even claims to do. It is *St. Louis' Largest Daily* . . . has been for years.

It reaches the real buying power of Metropolitan St. Louis and the entire 49th State. . . . Is read by three times as many families daily in The 49th State outside St. Louis as the first evening paper.

If a manufacturer's advertising program in this market should contemplate the use of more than one newspaper, this fact is of utmost importance:—the combined coverage of the daily *Globe-Democrat* and the first evening paper in the 71 survey districts is 91.1%. Greater coverage than all three evening papers combined.

Let the *Globe-Democrat* help you to establish your brands in this great market, or increase the sale of brands already established. Use the *Globe-Democrat*, its Service and Promotion Department, and Research Division to do the sales job well.

Booklet Covering Complete Results of Survey Sent on Request

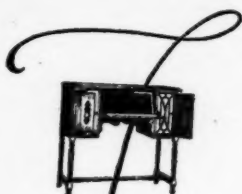
The complete results of the *Globe-Democrat's* survey among St. Louis housekeepers are published in a 20-page booklet which will be sent to sales and advertising executives making request on their business letterheads. It presents an interesting and helpful detailed analysis of the results of this survey, and is a valuable guide for manufacturers of food products planning to establish their brands in one of America's greatest markets.



Globe-Democrat

Largest Daily

C. Geo. Krogness, San Francisco
Dorland Agency, Ltd. - London



This will be a big
radio winter
in prosperous
Indiana!



MANUFACTURERS who place their products before the Indiana Farmer now will get the bulk of this business. The Indianapolis Star has more rural circulation than all its competitors combined. The Terre Haute Star and the Muncie Star each has greater rural circulation than any competitor. Equal space in these dailies earns a special combination rate.

*Cover Rural Indiana
with the Star League*

THE INDIANAPOLIS STAR

Always First—Always Fair—Always Complete

KELLY-SMITH COMPANY

Marbridge Building, New York Tribune Tower, Chicago, Ill.
 Atlantic Building, Philadelphia, Pa. Waterman Building, Boston, Mass.
 GRAVURE SERVICE CORPORATION, 25 W. 43d St., New York City

Radio Conference Talks Much but Does Little

The Industry Is Not Much Farther Ahead Than It Was Before the Meeting

Washington Bureau
of PRINTERS' INK

THE fourth annual radio conference, called by Secretary of Commerce Hoover, and held last week at Washington, was the first to recognize the vital necessity of controlling advertising by appointing a committee to formulate and recommend means to that end. Also, it was held with the full realization that radio legislation is imminent, and that the present crowded condition of the air demands both relief and limitation.

At former conferences, Secretary Hoover has been content to warn the industry that broadcasting direct advertising would kill radio. In his opening address last week, he emphasized the subject of advertising as one of the important problems which should be solved by the industry itself.

"There lies within it," he declared, "the possibility of grave harm and even vital danger to the entire broadcasting structure. The desire for publicity is the basic motive and the financial support for almost all the broadcasting in the country today. Publicity largely provides the cost of broadcasting which might otherwise fall upon the listener, who now pays nothing, much as the advertiser does in the case of the newspaper or magazine. Whether an individual accomplishes his purpose through the building and operating of his own station or by hiring time on one already built by somebody else makes little difference.

"But the radio listener does not have the same option that the reader of publications has to ignore advertising in which he is not interested, and he may resent its invasion of his set. It has been pointed out over and over again, in previous conferences, and it might well be reiterated by this

one, that advertising in the intrusive sense will dull the interest of the listener and will thus defeat the industry. Furthermore, it can bring disaster to the very purpose of advertising if it creates resentment to the advertiser. If we can distinguish, on one hand, between unobtrusive publicity that is accompanied by a direct service and engaging entertainment to the listener, and obtrusive advertising on the other, we may find solution. I believe the conference could well consider a definition of this distinction all along the line."

AIR IS OVERCROWDED

Mr. Hoover also pertinently discussed the other problems of the industry and mentioned particularly that the air is over-crowded at the present time, explaining that it takes no argument to demonstrate that eighty-nine wave lengths cannot be made to serve innumerable stations. This phase of the subject, of course, is directly related to the growth of broadcasting for paid publicity purposes. And, after declaring that the remedy lies in considering as absolute the interests of the public, Mr. Hoover continued:

"We hear a great deal about the freedom of the air; but there are two parties to freedom of the air, and to freedom of speech, for that matter. There is the speech maker and the listener. Certainly, in radio I believe in freedom for the listener. He has much less option upon what he can reject, for the other fellow is occupying his receiving set. The listener's only option is to abandon his right to use his receiver. Freedom cannot mean a license to every person or corporation who wishes to broadcast his name or his wares and thus monopolize the listener's set.

"We do not get much freedom of speech if fifty people speak at

the same place at the same time, nor is there any freedom in a right to come into my sitting-room to make a speech whether I like it or not . . . and in any event, without trying out all of this question, we can surely agree that no one can raise a cry of deprivation of free speech if he is compelled to prove that there is something more than naked commercial selfishness in his purpose."

In discussing the legal control of radio, Secretary Hoover made it plain that it would not be advisable to place the responsibility on any one man, but it was evident from his address that the time has come when radio must operate and develop under special and modern legislation. Several Congressmen in attendance at the conference displayed considerable interest, both in their committee work and their remarks from the floor, and there is little doubt that not only the resolutions presented by the nine committees, but also their discussions, will have a decided effect on the radio bill which is promised for early introduction and action at the coming session of Congress.

The three outstanding committee reports in importance were on legislation, copyright relations to broadcasting, and advertising and publicity. The legislative committee, under the chairmanship of Judge S. B. Davis, of the Department of Commerce, comprising twenty-two members, representing all classes who are interested, finally presented recommendations for legislation which would allow the widest possible latitude for the regulation of the industry by its members.

Congressman Wallace H. White, chairman of the committee on copyright relations to broadcasting, has specialized on the study of both copyright and radio legislation. His was the last committee to report, and, after explaining the peculiar conditions radio has created in reference to copyright law and outlining the principles on which future legislation must depend, the committee reached this conclusion:

"That it is the sense of this con-

ference that the only possible solution lies in the enactment of suitable legislation based upon the above principles, and it is the recommendation of this conference to the Secretary of Commerce that such legislation be suggested to Congress."

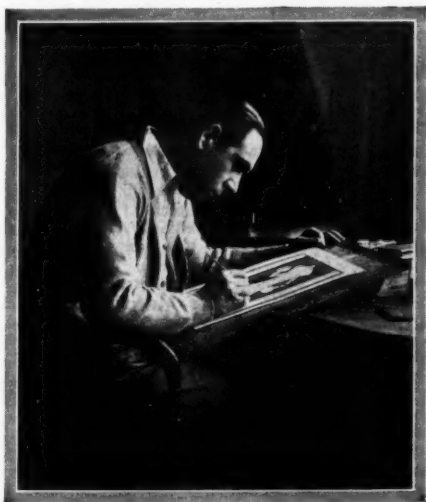
This committee was prevented from arriving at a very definite conclusion because representatives of the American Society of Composers, Authors and Publishers, the Association of Theatrical Producers, and the executive chairman of the National Association of Broadcasters, could not, apparently, get together on an equitable basis. When the report was brought in, Secretary Hoover suggested that the conference withhold its approval, saying that he thought it best merely to transmit the resolution to the proper committee of Congress for its consideration.

Several interesting resolutions, which were related, in some way, to the broadcasting of paid publicity, were offered during the open meetings of the conference. Among these was a resolution by H. Umberger, who spoke for the State colleges which have broadcasting stations. He said that the United States Congress and all State legislatures have provided for services of agricultural research and the distribution of material of an educational and economic nature, at a cost approximating more than \$100,000,000 annually. In addition to this, \$23,000,000 is expended for service and research by the Department of Agriculture, and there is a permanent investment of hundreds of millions of dollars in equipment. Mr. Umberger emphasized the great value of radio broadcasting as a most satisfactory and economical method of reaching the public with this important information, and of making effective the public investment in these agencies. His resolution appealed for full recognition by the Government of the needs of these services, and for adequate, definite and specific provision for the services within broadcasting.

Under the chairmanship of Commissioner of Navigation E. B. Carson, the committee on adver-

THE NEWS OF HARPER'S BAZAR

NOVEMBER 19th, 1925



RETURNS TO PARIS FROM BIARRITZ

REYNALDO LUZA, the young Peruvian painter and illustrator, whose fashion drawings appear exclusively in *Harper's Bazar*, has just returned to Paris from Biarritz where he has been spending the autumn, preparatory to continuing his work for the magazine.

Harper's Bazar

2/- IN LONDON

50c

10 fr. IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

tising and publicity included H. J. Bligh, H. K. Carpenter, H. T. DeHart, Roy S. Durstine, G. C. Furness, D. Rigney, W. E. Harkness, George L. Israel, A. R. Morgan, Harry Mount, J. Gettler, J. Clyde Marquis, Miss Judith Waller, A. F. Kales, F. E. Mullen, and T. P. Convey.

This committee, for purpose of discussion, divided broadcast advertising into three classes—direct advertising, mixed advertising and indirect advertising. Three sessions were held, and the committee's final report was approved by the conference without discussion and unanimously.

The chairman, in placing the subject before the committee, explained that it was highly desirable for the committee to analyze the problem and decide what form of advertising, or whether advertising in any shape or form, should, or could, be continued by means of broadcasting. It was, he said, necessary to evolve some plan in order that the tremendous benefits resulting from the scientific development of the broadcasting system might continue, and not be lost through the folly, neglect or erroneous practices of broadcasters.

Mr. Bligh was the first to address the committee. He is secretary of the Mid-Continent Broadcasting Association and commercial manager of Station WHT. He declared that his station is openly and frankly and purely an advertising enterprise. He then continued:

We opened our station solely for the use of advertisers or of business concerns who wanted to take advantage of broadcast publicity. I do not think that we have ever done anything but advertising. We have produced for a certain number of clients who have paid us for the service—publicity.

In connection with any program of entertainment, I consider the name of the product with a description and price, to be inapplicable. We serve our clients on a basis of name publicity only. I think that broadcast advertising with any attempt to state the prices of products would be nothing short of destructive to the value of broadcasting.

During the discussion that followed, G. C. Furness, of the National Carbon Company, suggested that the committee agree on a defini-

tion of desirable radio advertising, or broadcast publicity, and say that anything which is other than that specified will not be desirable, in the sense of the committee, from the standpoint of both the broadcaster and the public.

At this point, Mr. Bligh suggested that it might be proper to allow enough latitude for the giving of information to women listeners concerning the products advertised. He said that it might be announced, not that any product must be used, but that it was interesting because of its news value and its uses, and that this wider information might be broadcast during that period of the day when women are specially interested in making purchases and are supposed to be listening for information of the kind. He explained that, in his opinion, there are two distinct radio audiences; an afternoon audience and an evening audience. The latter is distinctly interested in entertainment.

Mr. Furness, speaking for his company, then drew a parallel to explain the policy which governs his broadcasting. He said that if he happened to meet a customer in New York, he would want to be on friendly terms with him and would doubtless invite him to dinner and the theatre, and offer him other entertainment.

"In such an event," he continued, "we would not talk business. We would get acquainted, and my purpose would be to create good-will. That is an individual thing. That is not known as advertising. It is not advertising."

"The National Carbon Company cannot do that with all the purchasers of its products individually. Collectively, however, we can do it by means of radio. We never have been able to do it before. We are not advertising our product. We are trying to entertain and interest and create good-will with the radio public."

After endorsing this policy, A. R. Morgan, of the U. S. Playing Card Company, said that his concern had been exceedingly careful not to offend with anything that could be considered a direct

(Continued on page 41)

Who are Stenographers?



WE shall soon, we hope, hear the last of the use of the word "stenographer." There are no more "stenographers"—but there are hundreds of thousands of business girls—that is, girls who make their living by going into business.

The business girl of today is twice as well paid, three times more intelligent, and at least a hundred times more alert than her languid sister of yesterday.

If we were advertising a commodity for the home, we would like nothing better than to reach as many business girls as we could.

We don't know how many such girls read TRUE STORY. We hope the number is large. It probably is! Every investigation we have made shows that TRUE STORY goes into homes where people work, and these days the girl who sits around the house is a rare specimen and hardly worth enough advertising powder to startle her.

The American business girl probably influences more buying in this country than any other single type of individual—if you don't believe it, look around you in your own office and ask a few questions, if you like. You will find there the greatest potential customers in America.

We don't know what other magazines she reads, but she is an important factor in the purchase of TRUE STORY; her home is above the average and when she brings TRUE STORY into it, we are for her.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

GAINS! GAIN

You can't hold 100

Total Display Advertising

During the first ten months of 1925 the Chicago Evening American gained 857,782 lines, which exceeded by 270,633 lines the COMBINED GAINS of all other Chicago evening papers.

Local Display Advertising

During the first ten months of 1925 the Chicago Evening American gained 595,899 lines, which exceeded by 84,078 lines the COMBINED GAINS of all other Chicago evening papers.

CHICAGO



A Newspaper

LARGEST CIRCULATION OF ANY CHICAGO EVENING

GAINS! GAINS!

Good newspaper back

National Display Advertising

During the first ten months of 1925 the Chicago Evening American gained 261,883 lines, which was the largest gain of any Chicago daily paper and exceeded by 114,560 lines the COMBINED GAINS of all other Chicago evening papers.

Why does the Chicago Evening American continue to pile up such tremendous gains year in and year out? Because its concentrated coverage of the rich, responsive Chicago market increases sales volume and lowers advertising costs.



AMERICAN

A Newspaper

CHICAGO EVENING PAPER, AND THIRD IN AMERICA

FROM BROOKMIRE AGRICULTURAL RESEARCH SERVICE

Middle West Unusually Favorable For Extra Sales Pressure

Coming Winter Season to Be Period of Exceptionally High Income

IN the big midwestern section stretching from Ohio to Kansas and Nebraska the next eight months is going to see the heaviest demand for general merchandise and capital goods that has been experienced in five years.

Both fundamental and seasonal factors are combining to produce this winter the largest income accrual that the Middle West has known since 1920.

KANSAS

Sustained business should be looked for in eastern third and northwest corner where farm income is holding up.

Credit Conditions sound in these sections.

JOURNAL- POST

**Has Over
300,000**

Circulation
(Morning
and
Evening)

In This Rich
Territory

MISSOURI

Prospects generally fair for further improvement in business. Credit situation secure.

Northern and western Cornbelt sections subject to seasonal increment of income beginning in November.

The Cornbelt will have more money to spend than in any winter since 1920-21.

Agriculture is 60% of your market here. It is on the up-grade. Other industries active.

\$1,875,000,000 from corn and live stock this year—better than last year's high record.

Corn-hog-cattle money comes in greatest volume from November to March.

**Sell in the Big Kansas City Territory at 38c
a Line**

Kansas City Journal-Post

VERREE & CONKLIN, Inc.

New York

Chicago

Kansas City

Detroit

San Francisco

appeal, and that even the name of the goods was not announced until eight months ago, when it was noticed that a number of others were labeling their products with broadcast announcements.

"But our announcers," he explained, "are instructed not to mention the name more than five times during an evening, and even that number of repetitions is objectionable to some of us. We do not believe the department stores should give the line of stuff they are going to sell next day, with details, through broadcasting. We think that all announcements should be dignified and very narrow."

Objection to the term, "indirect advertising," was expressed by Guy Clearhope, of the American Radio Telephone Company, of Seattle. From his argument, it appeared that he favored what is generally called direct broadcast advertising. He explained that his company, in an experimental way, had broadcast direct advertising over a period of several weeks.

Miss Judith Waller, director of the station of the Chicago *Daily News*, was of the opinion that the committee should recommend that all broadcasters be compelled to refrain from direct advertising, and that the broadcasters represented at the conference pledge themselves to prevent, so far as possible, this type of advertising.

After considerable discussion by several members of the committee as to the possible danger of laying down rules which might limit the future development of radio and the difficulty of drawing any sharp distinction between direct and indirect advertising, the chairman again called attention to the necessity of framing a resolution that would contain some definitions as a guide to the control of radio advertising.

H. J. Clyde Marquis, director of economic information for the Bureau of Agricultural Economics, discussed several questions which usually arise when the development of radio broadcasting is studied. He said that the advertiser must be identified, if he is to get any return for his broadcast advertising, and that, in all fair-

ness to the public, his advertising should be identified as such to the public. In regard to covered propaganda, he said that, although it was dangerous to radio, its danger is more or less temporary, for the reason that the American business man who is successful recognizes the necessity of dealing squarely and openly, and that unidentified propaganda is looked upon with suspicion.

"To what extent," he asked, "shall we advise or suggest that a line be drawn between general statements of good-will and regular advertising? The condition appears to call for a statement from this committee urging that this matter be handled in much the same manner as advertising in the regular mediums, and the thing be clearly identified so that the public is allowed to judge. The public does not express itself much, but sometimes it does most decidedly.

"There are some things which the Government has done which, had they waited for the public to demand or approve, would not have been done at all, and which now the public would not be without. The only way we have of proving the value of some of our work is to discontinue it for a while. I suggest that we deal with general principles."

In considering the statements made by Mr. Marquis, it is well to understand that he represented not only the general public but the special interests of the farmer. He is the only member of the committee who emphasized the necessity of identifying paid announcements and entertainments as such. There were, apparently, several attempts to prevent this phase of the problem of broadcast advertising from coming before the conference and the advertising committee for discussion and consideration.

Paul B. Klugh, of the National Association of Radio Broadcasters, in addressing the general conference before the committee was appointed, said that he had been requested to introduce three resolutions which his organization had previously adopted as representing the consensus of the association. These resolutions contained the

statement that there is no necessity for any specific regulation in regard to the form of announcement in connection with paid, or any other kind of programs. Several of the broadcasters who were members of the committee on advertising, when questioned on this point, were prompt in claiming that the identifying of paid publicity was of no importance. However, as Mr. Marquis clearly pointed out, the public has just as much right to a means of identifying paid advertising over the radio as it has with regard to printed publications.

RESOLUTION ADOPTED

The resolution adopted by the committee for the guidance of broadcasting stations and the information of Congress, and later unanimously approved by the conference, was as follows:

Whereas: the excellence and public service value of radio programs is increased by the support of those seeking appropriate publicity,

And whereas: the use of inappropriate publicity methods meets with the hearty disfavor of the listening public.

And whereas: this public disfavor is fatal to the purpose of those seeking publicity and good-will, as well as detrimental to the interest of the broadcaster and all branches of the radio industry.

Resolved: That it is the sense of this committee that the best interests of the listening public, of the radio industry, and of the broadcaster, are all served by that form of broadcasting which provides a meritorious program of entertainment and educational nature and which limits itself to the building of good-will for the sponsor of the program whether he be the owner of the station or a subscriber utilizing its facilities.

Resolved: That the Conference deprecates the use of radio broadcasting for direct sales effort, and any form of special pleading for the broadcaster or his products, which forms are entirely appropriate when printed or through direct advertising mediums.

Resolved: That the Conference concurs in the suggestion of the Secretary of Commerce that the problems of radio publicity should be solved by the industry itself and not by Government compulsion or by legislation, and,

Resolved: That the Conference urges upon all owners of radio broadcasting stations the importance of safeguarding their programs against the intrusion of that publicity which is objectionable to the listener and consequently detrimental to others in the industry, as well as to the reputation of the individual broadcasting station.

Merger in Fire-Protection Publication Field

Two publications in the fire protection and water works engineering field have been consolidated in one business. The publications are *Fire and Water Engineering*, New York, a weekly of which Karl M. Mann is president and I. H. Case vice-president and general manager, and *Fire Engineer*, New York, of which Fred Shepperd is president.

After January 26 the two publications will be issued on a new basis. *Fire Engineer* and the fire protection section of *Fire and Water Engineering* will be combined in a publication to be known as *Fire Engineering* that will be issued semi-monthly.

The water engineering part of *Fire and Water Engineering*, will be developed into a separate publication to be known as *Water Works Engineering* which also will be issued semi-monthly.

The officers and staffs of both publications will be part of the new business organization resulting from this combine.

Food Accounts for Schultz-McGregor Agency

George S. Murphy, Inc., New York, manufacturer of preserves, has appointed The Schultz-McGregor Corporation, advertising agency of that city, as advertising counsel. The entire appropriation will be expended on the "Honeydew" brand, which is well distributed throughout the United States. Newspapers will be used for the most part.

The Schultz-McGregor agency also is directing a campaign for the R. A. McKee Corporation, also of New York, milk and milk products. Business papers are being used.

Atlanta Agency Augments Staff

W. G. Hastings and Eugene C. Cassidy have joined the Massengale Advertising Agency, Atlanta, Ga. Mr. Hastings has been engaged in advertising work in Atlanta for a number of years. Mr. Cassidy, who has been placed in charge of the art department, recently conducted his own commercial art business at New York.

Appointed by Trade Periodical Company

Joseph Guenther has been appointed Eastern representative of The Trade Periodical Company, Chicago, publisher of *The Furniture Journal* and *The Embalmers' Monthly*.

To Leave Kellogg Switchboard & Supply

Edward I. Pratt has resigned as advertising manager of the Kellogg Switchboard & Supply Company, Chicago, effective the latter part of this month.



UNIT coverage or quantity—*which* ?

Power aims to put its advertisers in touch with the buyers in the worthwhile power plants of the country no matter where they may be located or what kind of a product power is being used to produce.

To accomplish this *Power's* circulation department seeks to add units rather than individuals. Regardless of cost it must find, sell and satisfy the men responsible for power plant design, power generation and power utilization.

Which is why you will find *Power* wherever there are worthwhile power plants, the circulation being heaviest where there are the most plants.

The above map illustrates at once the power distribution of the country and the circulation distribution of *Power*.

Does not this method of subscription building appeal to you as the method of greatest value in sales development?

A. B. C.

POWER

A. B. P.

Tenth Avenue at 36th Street, New York

a McGraw-Hill publication

Broken Superstitions Furnish Interesting Copy

The Baltimore & Ohio Railroad Upsets Some Old Ideas and a New Copy Angle Is the Result

By A. Rowden King

BROKEN superstitions usually furnish interesting copy material. Here is a case in point. It has been one of the superstitions of advertising and railroading that it is unsafe to emphasize or even mention "on-timeness" in railroad advertising. Ask the old railroad man why this is and, if you can draw him out, he will probably tell you that experience has shown that usually a railroad has a wreck or similar misfortune the very morning after such boasts are made. But the old order changeth.

Some time ago, the Baltimore & Ohio Railroad announced "The National Limited," a crack train running between Cincinnati and St. Louis and Cincinnati and Washington. During the first months of its operation, a careful record was made of how it kept to schedule. But instead of filing these records carefully away among the archives of the roads, the railroad has chosen to make them public. Anyone at all familiar with general railroad practice in advertising realizes what a revolutionary step this has meant.

"Here's a notably dependable train," reads current B. & O. advertising. "Ninety-eight and nine-tenths per cent on time since its inauguration April 26th, 1925, is the record made by the National Limited."

That, in a nutshell, is the brave and unusual statement which the Baltimore & Ohio Railroad has made seven million times in the newspapers of the country. And no wreck of the National Limited has had to be reported in parallel columns of the same issues of these newspapers—which is, perhaps, the seemingly strange thing about it all.

It is more than strange that there should have been for so many years this traditional mod-

esty among railroad men as to claiming "on-timeness" for their trains, whether it really be from modesty or through superstition and fear of a jinx. This is especially strange in view of the fact that in most other lines of advertising various vigilance committees

Dependability



On the Baltimore and Ohio
 Dependability is not only a matter of fact, but it is a matter of pride. The Baltimore and Ohio Railroad is the only railroad in the world that has a record of 98 and 9/10ths per cent on time since its inauguration April 26th, 1925. This record is the result of the most careful supervision and the most efficient equipment. The Baltimore and Ohio Railroad is the only railroad in the world that has a record of 98 and 9/10ths per cent on time since its inauguration April 26th, 1925. This record is the result of the most careful supervision and the most efficient equipment. The Baltimore and Ohio Railroad is the only railroad in the world that has a record of 98 and 9/10ths per cent on time since its inauguration April 26th, 1925. This record is the result of the most careful supervision and the most efficient equipment.

The On-time Habit in Cincinnati

THE NATIONAL LIMITED of Pullman
 between Cincinnati, St. Louis and
 Washington. Washington through
 stops in Baltimore, Philadelphia and
 New York—has a record of 98 and 9/10ths per cent on time since its inauguration April 26th, 1925.

Thanks to its dependability—represents the standard of its competitors and the leadership of its industry—and profits by the resulting trade growth by an advantage is evident.

Club and Observation Library Lounge
 Cars give opportunity for relaxation.
 Comfortable and breezy dining
 Saloons serve grog and refreshments
 ready at reasonable prices.

Train Sweeney, Hotel Hamilton, Yale
 and Butler, together with glassed-in
 observation cars, sleeping cars, baggage
 and mail service, are additional
 features of this magnificent train.

BALTIMORE
 St. Charles 10:00 P.M.
 St. Louis 10:00 P.M.
 St. Louis 10:00 P.M.
 St. Louis 10:00 P.M.
 St. Louis 10:00 P.M.

WASHINGTON
 St. Charles 10:00 P.M.
 St. Louis 10:00 P.M.
 St. Louis 10:00 P.M.
 St. Louis 10:00 P.M.
 St. Louis 10:00 P.M.

Connections at St. Louis with the Pullman Road
 through Chicago and St. Paul

Baltimore & Ohio

THE LINE OF THE NATIONAL LIMITED

THIS COPY DEFIES TRADITION

have been compelled to labor long and steadily in order to keep advertising statements within the realm of truth.

Whether other railroads will follow suit remains to be seen. But the Baltimore & Ohio takes the bit in its mouth, so to speak, without apparent fear of traditional superstition with the black-on-white, advertised statement: "On the Baltimore & Ohio Railroad, you can rely, or reckon confidently, on getting to your destination on time."



Broadcasting Radio Leadership—

The Detroit News

FROM the beginning, in August 1920, when WWJ, The Detroit News' radio station, was the only newspaper broadcasting station in America The News was regarded by radio enthusiasts as their particular organ. It was natural, then, that it should take the lead in radio advertising.

Today, with the situation fast approaching the time when there will be a radio set in almost every home The News is more than ever the radio medium of Detroit. During the first 10 months of 1925 The News published

*384,692 Lines
Of Radio Advertising*

practically three times as much as the nearest paper. This achievement in the radio field, while significant of the advertising power of The News, is only one factor that contributes to the leadership of The News in total advertising. The News also shows equal dominance in practically every selling classification.

The Detroit News

Greatest Circulation, Week Day or Sunday, in Michigan

Dry Goods Stores Prefer the T



Like the dealers in food stuffs and apparel, the merchants who sell dry goods and specialties in Cincinnati rely upon the family circulation of the Times-Star for most of their business. They place more display advertising in this one paper during the six business days than they carry in the two morning papers combined in seven days.

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

and Specialty Shops Times-Star

They place more display advertising in this paper in six months than they place in the second afternoon paper in a year.

And they do this day after day, year in and year out, which proves that the actual consumer influence of the Times-Star is greater than that of both morning papers and twice that of its afternoon contemporary.

What a world of meaning is revealed by these figures! Take any classification of business in which the advertising must actually pay its own way as it goes, and you will find that the bulk of the advertising goes on its way through the Times-Star.

No generalities,—no long-drawn-out investment in hypothetical "good-will" or "dealer influence,"—but results, direct, immediate, and the kind of good-will that expresses itself in sales over the counters and the cheerful music of the cash register bell!

Yet, the line rate for display advertising in the Times-Star with 50% more daily local circulation than both morning papers combined is only $\frac{1}{3}$ as great as the combined line rates of the two morning newspapers.

Think it over!

TIMES-STAR

Member of Audit Bureau of Circulations



Series 10

Income—evenly distributed!

A year-round buying power exists on the quarter of a million farms served by **THE DAIRY FARMER**.

In fact this publication gives the advertiser an unusual opportunity to reach the "Salaried" man among farmers. This salary is insured each week by a substantial milk or cream check.

The success of any campaign in the *Foremost Dairy Magazine* is doubly certain because of this large and evenly distributed income.

THE Dairy Farmer

E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

Wastes in Newspaper Advertising That Can Be Eliminated

A Frank Discussion of Wasteful Practices in the Newspaper Field

By Louis Wiley

Business Manager, New York Times

WE are attacking more energetically than ever before the wastes in distribution. It is the immediate problem before us. Advertising efficiently used is the first agency for the accomplishment of distribution at less expense. Every step in distribution is now being studied in the light of its place in the machinery for putting goods in the hands of consumers. We owe it to the great profession and business of advertising to apply the surgeon's knife to waste.

Because we are all human we are far more likely to see how dreadfully wasteful the other man is and how impossible it is to correct our practices. In this audience, however, we have the representatives of that branch of our business charged with the greatest proportion of waste. That branch is management. In that penetrating study of waste made by the committee of the Federated American Engineering Societies more than 50 per cent of waste was laid at the door of management, less than 25 per cent was assayed against labor, and the amount charged to outside contacts with the public, trade relationships, etc., was least of all. One of the six industries studied was printing. The fact that the majority of shops examined were job plants does not destroy the value of the findings of the committee for newspaper publishers.

Mention of that report leads me to take up first the wastes in the mechanical branch of newspaper advertising. We can eliminate advertising waste by greater standardization of newspaper column

and page sizes. It is interesting to note that the engineers' committee found a greater variation in magazines than in newspapers. There were eighteen variations in magazine width and seventy-six in length of page or column. Among newspapers there were sixteen in width and sixty-four in length. The variations in all classes of publications were estimated to cost the public not less than \$100,000,000 a year. It was said that the standardization of newspaper columns to one size would mean a saving of from \$3,000,000 to \$5,000,000 a year on composition and plates alone. Here is one field of saving in newspaper advertising. By attacking this problem we can increase the general use of newspaper advertising. There would be other savings in consequence, in newsprint sizes, in composing room and pressroom machinery. Doubtless much of the money saved would be spent in increased advertising space, although many publishers pray to be delivered from that.

A very considerable waste occurs in the composing rooms. Most inexcusable of all is the bogus setting rule which obtains in newspaper offices, whereby advertising received in plate or mat form, bearing a local address, must be reset in the composing room, merely to be thrown away.

It will doubtless astonish you to know the actual volume of this waste. In the thirteen weeks ending November 1 of this year the bogus set in the New York Times composing room totaled 708 pages, and the cost was \$33,198.12. This indicates an annual waste in excess of \$125,000 in one composing room. The annual total for all New York newspapers is estimated to be at least \$1,000,000. I hesi-

From an address before a meeting of the American Newspaper Publishers Association at White Sulphur Springs, W. Va., on November 12.

tate to think what future generations will think of a twentieth century society which permitted such a practice. I know of no waste chargeable against management which compares with that in sheer futility. Labor would gain more by voluntarily giving up this tax on society than it could possibly lose. It cannot profit labor to know that some of its workers live off such a tribute levied against industry.

The waste in typographical revisions is large. Newspaper practice varies in charging costs of such revisions. The *New York Times* allows for revisions in advertisements up to 25 per cent of the original composition. Many newspapers have no such limitation. A considerable saving can be accomplished by laying out advertisements right the first time. Imagine a master builder allowing free changes in a house up to a third or a half of the original construction. There is too much revision of proofs, too little disposition to think of such revisions in terms of labor dollars.

Newspaper production can never approach the mere turning out of production units such as nails. Every day's edition is new and different. It is an industry which is subjected to sudden strains and stresses, to extraordinary peak loads, and which has a time element to eliminate some of the pressure. Probably every publisher here experiences two or three high volume days of advertising in daily editions regularly every week. The other days fall much below in volume. The plant must be maintained to take care of the peak load. We could accomplish a saving by evening up. Some advertising can be transferred, but one way out is to develop appropriate advertising for the other days—church advertising, markets and foods for Saturdays, and so on.

The hours of every day in the newspaper plant are subject to undue peak loads. Advertisers can eliminate waste in newspaper offices and benefit themselves by the earlier delivery of copy. Advertising agencies frequently lose circulation for their clients by

delivering copy so late as to miss an early edition. If late copy causes the newspaper to miss trains and lose some circulation that is the advertiser's loss. Stronger efforts of newspaper managers and agencies to obtain more copy earlier in the day would mean a saving. A greater part of composition could be done by men on the day scale instead of the night scale, and a saving could be made in overtime. Among the other wastes eliminated would be adjustments on bills for errors made in rush work.

In the domain of advertising waste we should not forget to mention the wasteful use of space in office advertising. Publishers are too likely to look upon space in their columns as costing nothing. Office advertisements are generally spendthrifts of white paper. It is a waste not to hold these announcements to small size and give the columns saved to news. Publishers, too, who would not think of allowing a display advertiser to disfigure the front page will readily allow unattractive space-wasting office advertisements to be strewn over the same page.

An expense to newspapers which could be reduced is that of special representation. There are few advertising managers who do not feel that something can be done to improve the system of representation. For the most part these representatives have no group of newspapers related in any way.

The solicitation cannot be effectively presented for a unified group. It is probable that the future will see more organized specialization in this branch of advertising. Most newspapers obtain their national advertising subject to a commission which would be smaller if the special representation were more efficiently organized.

In the elimination of other wastes the initiative must come from the advertising agency. First of all, I think the overhead of total agency costs in relation to the creation of advertising is too high. The services of some agencies in the development of new

Successful Merchants Know Their Field!

IN October, the following group of leading New York merchants increased their space in THE EVENING WORLD 94,246 lines over October a year ago, a gain of 43%:

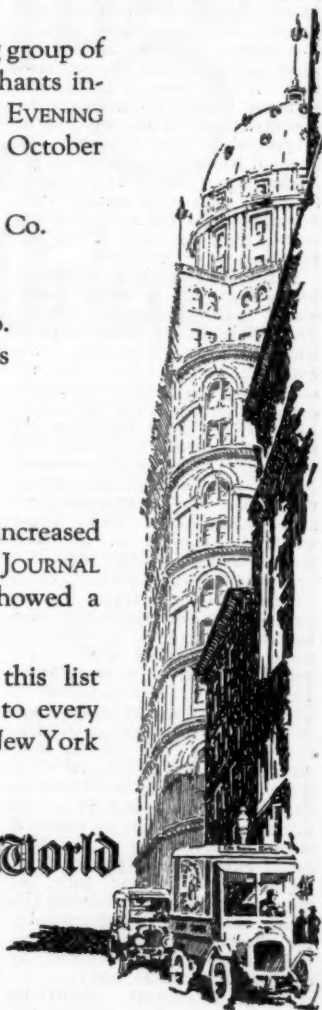
Arnold, Constable & Co.
Bonwit Teller & Co.
R. H. Macy and Co.
Franklin Simon & Co.
Bloomingdale Brothers
Gimbel Brothers
Saks Fifth Avenue
Stern Brothers
John Wanamaker

Their lineage in THE SUN increased 43,575, or 12%. In THE JOURNAL their combined lineage showed a loss of 13,896, or 5%.

It will be noticed that this list embraces stores appealing to every class representative of the New York buying public.

The Evening World

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



advertising cannot be too highly praised. They, and those others in the great majority which are devoting energy and intelligence to the production of good advertising, do a real service to our common interests. But there are some who merely receive commissions for advertising charged to them and perform no commensurate service. Newspapers, agencies and advertisers are all a part of our business. It is a waste, a tax on advertising, if anyone does not make a contribution to the business in proportion to what is paid. We have all had the experience of receiving advertising, with directions to charge it to some agency, when that agency has had no hand whatever in the preparation of copy or the selection of mediums.

I shall not attempt to discuss in detail the ways in which waste occurs in the preparation of copy. The books on advertising set forth what not to do. One waste is the excessive use of space. We are not helping the progress of advertising if we encourage the use of space beyond what the advertiser legitimately needs to present his message. Obviously a housemaid seeking a position does not need as much space for her announcement as a \$25,000,000 bond issue. There would be distrust of a maid-servant taking a quarter page of a newspaper to seek a place. This is an exaggerated contrast; but we have all seen examples which were flagrant. There is no need of white space beyond what is required for attractive typography. The so-called "attention-value" of advertisements too often rests upon the surprise value of illustration or brief text whose chief merit is that it is in a sea of white space as isolated as Robinson Crusoe. Give all support to the principle of the use of common sense in advertising. Profits in sound business always come from the dictates of common sense. If an advertisement of moderate size seems crowded typographically, the chances are that the needed white space can be obtained by elimination of useless copy.

Every newspaper advertising manager is familiar with the ad-

vertising waste due to carelessness. The copy and art departments of an agency may turn out work of a high order, and the effectiveness of it may be spoiled by sending broadcast to the newspapers on the schedule mats poor in quality or of insufficient depth for good reproduction. Good newspaper advertising is so powerful that no laxity should be permitted to waste its effectiveness. Every newspaper advertising department should do educational work in preventing this waste.

It is wasteful if the advertiser does not put in his announcements the full power of whatever interest his product or service may have. Generally speaking, the greatest interest is news. What would be thought of a newspaper which went to press without using the best news available? Making all allowance for the effect of reiteration of name and product, conviction is accomplished by appealing to the reason. The grounds on which this appeal is based have news value.

The newspapers can be influential in increasing the news quality of advertising. They can also eliminate waste, incidentally, in recognizing the fact that publicity has no general news value. The sums of money spent to obtain this so-called free advertising—not free to the advertiser—are wastefully spent. Newspaper publishers can do away with this form of waste.

North Dakota Advertising Fund Assured

According to James S. Millow, of Fargo, N. Dak., executive secretary of the Greater North Dakota Association, a fund of between \$75,000 and \$100,000 will be available for the 1926 State advertising campaign to be conducted by the association. Pledges are also being secured to finance campaigns for the next four years.

Muskogee, Okla., "News" Appoints A. O. Fuller

Arthur O. Fuller has been appointed general manager of the Muskogee, Okla., *News*. Recently he was with the Trave Printing Company, Oklahoma City. Prior to that he had been business manager of the Oklahoma City *Oklahoma News*.

"Coverage" in New Orleans

New Orleans' twelve hundred industrial plants; its nineteen public markets and seven quasi-public markets, each with an adjacent community of retail stores; and its many other places of employment are scattered over the length and breadth of its great area—an area exceeded by only three other American cities.

Obviously, the only way any newspaper could hope to "cover" New Orleans is through home delivery.

The Times-Picayune is the only New Orleans newspaper which furnishes advertisers with an Audit Bureau of Circulations report of its home delivered city circulation.

It follows, then, that The Times-Picayune is the one New Orleans newspaper meriting the serious consideration of any advertiser who wants to cover the sixteenth city of America at one cost.

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hutton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.



At Mrs. Terrace Park's *where the world is always young*

THIS winter, when the snow whirls over the tennis courts and fairways, chestnuts will be popping on the hearth at Mrs. Terrace Park's, and happy couples will be dancing to the music of the radio. The world will still be young.

And so it is, always. Two of Mrs. Terrace Park's children are at the University, but to her friends—and they are legion—she is just as young as ever. Because she has

THE CINCINNATI

"Goes to the home"

learned how to live. Three seasons of the year she hears and answers the call of out-of-doors. And for those days when the weather frowns on sports, there are books and music, bridge and literary clubs, parties and visits with her friends. Yet while living her "country home" life, Mrs. Terrace Park is very much a part of Cincinnati. The theatres and symphony see her regularly; the shops value her patronage.

But these are not the only Cincinnati institutions that Mrs. Terrace Park knows. The Daily Enquirer she counts as one of her best friends. Doesn't it bring all the news to her breakfast table? Doesn't she depend upon it for her shopping information?

Perhaps, Mr. Advertiser, you are one of the many merchants who are using The Daily Enquirer to link their stores with Mrs. Terrace Park's community. Perhaps you are reaching 83 of the 136 residence buildings through this medium. If you are not, it will pay you—in dollars—to investigate the advertising opportunity which The Daily Enquirer offers.

[N. B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.]

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



ENQUIRER

stays in the home"

Where is the house that Jack builds?

Of all the money expended for residential building in the first six months of this year—

88% was spent in 663 Trading Centers

95% was spent in 2,787 Urban Places

The remaining 5% of the total was scattered over the balance of the 131,000 communities in America.

* * *

Of the more than 1,500,000 families who read *Cosmopolitan* each month—

77% live in the 663 Trading Centers

89.9% live in the 2,787 Urban Places

A mere 10.1% live in the remaining rural communities.

—◆◆◆—
*Ask any Cosmopolitan salesman
for information concerning your sales opportunities
in the Trading Center Market*
—◆◆◆—

Hearst's International
Combined with
COSMOPOLITAN

Does Loading the Dealer Need Any Defense?

Not If the Manufacturer Stands Ready to Offer
Any Real Resale Help

By D. M. Hubbard

ON the question of how big a stock of goods a manufacturer should try to sell a dealer there is still sharp division of opinion. Probably there will always be widely divergent views. A man must be a dyed-in-the-wool optimist to believe that manufacturers and dealers are going to get together and agree as to the right size of dealer stocks.

Turn back the clock a very few laps and you find that every manufacturer was popularly believed to hold one of two views. There was no middle ground. It was a question of either stocking or sticking the dealer. Probably it was the most natural thing in the world that opinion should array itself solidly against the manufacturer who ventured to advocate openly the doctrine of loading up dealers. He was looked on as one to be guarded against and shunned entirely, if possible. For that reason and irrespective of their real feelings few manufacturers, it seems, were willing to come out frankly in an effort to show that the loading-up policy might possess some merits, profitable and mutually advantageous to dealer and manufacturer.

It is possible now to find manufacturers who believe in loading their dealers and who will admit it without a qualm. Usually these manufacturers are ambitious. They are making good-size advertising investments and they are not content to get enough of the business that is available to let them merely show a moderate profit at the end of the year. Instead of drifting along, they feel that by virtue of their merchandise, their advertising and other sales promotion and service activities, they are entitled to certain positions in the field. They want and plan to lead the procession.

A few months ago, a baking

company in the Middle West turned some of its traditional sales methods upside down to get a new and bigger volume of business from some of the smaller towns in its part of the country. This company's plan centred around the thought that it is just about as easy to sell a big quantity of merchandise as it is to sell a small quantity, once you open a dealer's eyes to the buying ability of his market and show him how to cash in on that buying ability.

For some months this company's sales in a number of its smaller towns had fallen below expectations. The salesmen making these towns were just as careful in servicing dealers as they were in the bigger cities. A check-up proved that. But the small-town dealers froze up when it came to buying in anything but limited quantities. What happened was that the dealers had fallen into the frequent and expensive error of under-estimating their own sales capacities. Instead of running their businesses, these grocers were gradually letting their businesses run them.

This manufacturer decided that it was time for a lesson or two in merchandising. Dealers were letting profits trickle through their fingers for one reason alone and that was lack of aggressiveness. The management picked out a number of towns in Kansas, Nebraska, Iowa, Illinois, Missouri, Minnesota and South Dakota. All of the towns on the list were well under 50,000 population and the dealers selected were all fairly small buyers. A carload of crackers and cookies being shipped to any one of the towns was an unheard-of event, but notwithstanding that, carload shipments were what the company proposed.

When a salesman called on one of these towns, his proposition

was just this: To ship in a carload and sell it in a day. His plan was deliberately to load his dealers' stores to the eaves and then prove to them or let them prove to themselves that the abnormal stock could be sold in jig-time. On the average, it took the salesman two or three days to get the grocers of a town to take him seriously. Finally, after repeatedly promising the trade that the company actually intended to put the event across with advertising and demonstrators, he could usually wire the home office to go ahead and ship. No special sale was staged unless the orders from a town aggregated a full carload.

What happened in one county seat in Iowa is fairly typical. The company itself bought a half-page in a newspaper to advertise the sale. Seven grocers co-operated and took another half-page tying-up their stores with the company advertising.

DEMONSTRATORS SENT OUT

The company sent from eight to eighteen demonstrators and special salesmen to each town. Everyone who came into a grocer's store on the day of the event was approached and asked to buy. All of the crackers were packed in seven-pound tins instead of the usual pound and two-pound containers. It was simply a case of putting the tested slogan, "Ask 'em to buy" to work, hooking it up with a demonstration of the different ways in which crackers may be used, and doing the selling for the dealer in order to show him how. As soon as he saw that it could be done, he began to do it for himself. The result was that in every town where the company put on its Saturday carload sale it moved the entire car during the one day. The dealers who figured that probably the company was sticking them with merchandise that would hang around their stores for weeks, found that by organizing to sell and then making an effort to sell they could keep the cash register busy.

Perhaps the most important thing of all that they learned was

that the customer who came into the store and bought a pound or two of crackers could be sold seven pounds instead with only a little more effort. From the biscuit company's viewpoint the Saturday sale in every case not only made its crackers a leader in many towns which had been withering up, but it convinced dealers that they could handle other items of the company's line and make money. The spectre of loading up proved itself to be just that.

Nowadays few manufacturers want to sell a dealer all the merchandise that his credit will possibly carry and then let him shift for himself. At the same time, the idea will not down that the most effective way for a manufacturer to establish himself and to rid himself of competition is to load up the dealer with a stock that his market can absorb and then follow through with co-operation that will move the stock.

"Why should I be content to sell a dealer a small stock of goods and leave room for my competitor to come in and also sell him?" asked the general sales manager of an automatic pencil manufacturer recently. "I believe firmly in putting the dealer in the hole, if you want to call it that, and then throwing him a rope. Let him use the rope and our help to climb out and he is a better dealer. We are organized to give him plenty of help. The manufacturer of a good product that is well advertised is doing dealers a service when he loads them up to the point where they cannot buy competing merchandise that won't turn over so quickly as well-advertised merchandise. The more complete a dealer's stock, the bigger sales effort he will make, provided he is given reasonable help by the manufacturer."

APPLIES ALSO TO CANDY

A successful candy manufacturer in Milwaukee expressed almost the same opinion to *PRINTERS' INK* a short time ago. "I want to know how much candy business a dealer does in a month's time," he said. "Then I am going to do everything that I can do

BOSTON may be likened unto no other city. Swayed and guided by age-old customs and traditions, Boston's population is divided into two distinct groups. Because of this division the newspapers that serve this great market unavoidably separate into two distinct groups.

Each is edited and printed in the manner calculated to interest and satisfy one certain group of readers. Each serves its clientele faithfully and well—so well, in fact, that no newspaper published for one of Boston's two great groups of population can ever duplicate its circulation in the other.

To reach one of these Boston groups, you have a choice of several good newspapers.

The other great group is covered by the Herald-Traveler—and by the Herald-Traveler *alone*.

Let us show you why the Herald-Traveler is absolutely essential in reaching the real Boston market. Write us today on your business stationery for a copy of "Business Boston," an instructive booklet that should be in the hands of every thoughtful advertiser.

BOSTON HERALD-TRAVELER



honorably to get that amount of business from him. Just as soon as I can convince him that I am aiming at profits for him as well as for myself, he is going to give me all the opportunity I need to teach him how to display and sell my line. From then on I am going to get the big bulk of his business. When he knows how to make money faster with our merchandise he is going to concentrate with us and think less about buying from competitors."

The trouble with a sales policy that stops at the point where the dealer believes he has enough is that the majority of dealers don't know how to appraise their selling ability. That policy does both the dealer and manufacturer an injustice. Most dealers will underestimate their selling capacities as well as the consuming capacities of their markets. As a matter of fact, few dealers and not many more manufacturers have any real conception as to the extent to which buying ability will expand under the influence of good advertising and selling tactics that don't wait for consumers to sell themselves. Wherein is a manufacturer who has a product that is salable liable to blame or condemnation if he loads up dealers, provided of course he is willing to step in and co-operate after he has made the sale?

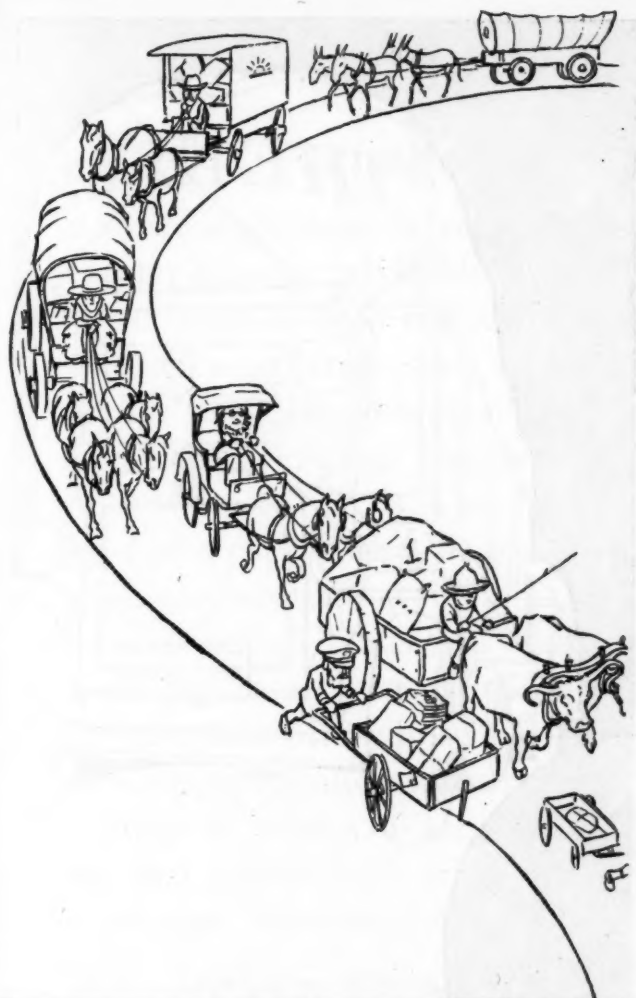
That matter of manufacturer's co-operation can't be talked about and promised and then tucked away somewhere to be forgotten. When co-operation fails to materialize, loading becomes a vicious practice that stunts all future sales growth. Everyone will agree, I think, that the manufacturer through his salesmen owes his dealers all the instruction in straight selling, display and store layout at his command but that is not the full measure of co-operation. Few products cannot be serviced to the common advantage of manufacturer, jobber and dealer, although until he is fully informed the dealer is prone to believe that his share of that advantage is the smallest. Deliveries are important in many lines. One manufacturer whose product is semi-perishable

has had little difficulty in making his product the biggest seller in its field and frequently the only product of its kind stocked by dealers by reason of the superiority of his delivery service. Other manufacturers of similar products advertise nearly as much as he does, but they have never made the effort to secure as regular and as frequent deliveries by jobber to dealers. Because the product is semi-perishable, the salesmen never try to sell a retailer a larger stock than can be disposed of quickly but store demonstrations plus top notch deliveries keep competitors from making any sharp inroads.

SPLIT ORDERS

Perhaps the dealer who can't say "No" to a salesman is the biggest handicap that the aggressive manufacturer, intent on winning leadership in any field, has to contend with. The sales manager of one of the big wholesale grocery houses in Chicago took a trip with one of the firm's salesmen recently. "I was often amazed," he says, "to see the way that grocers were splitting up their orders in that territory. It was common occurrence to find twelve or fifteen brands of coffee on a grocer's shelves when two or three brands would have sufficed. Instead of getting behind a few well-advertised brands and selling them intelligently, these dealers had bought a case or two of coffee from every salesman who called on them. In the end, they are sure to be left with some unsalable stock. There is the additional fact worth considering that the dealer who concentrates his purchases will get better treatment in such matters as credit, deliveries and special services from the jobber or manufacturer with whom he does business. Most important of all, however, is the fact that the dealer who gets back of the smallest number of competitive items will make more money for himself. He puts himself in a position to get quantity discounts and real turnover when he merchandises a few lines for which demonstration and advertising have built

(Continued on page 65)




Bringing Goods to
the New York Market

(Over)



—properly



YOUR Advertising

is no stronger than its vehicle. Is it a faint message that hobbles in on a three-mile-an-hour conveyance? America's greatest and richest market must be conquered with a heavy-duty engine. That is why the advertiser needs The News first and most! With it he mounts a million-circulation vehicle*—one that reaches all kinds and classes of people in all parts of the city and suburbs—one, whose easy-to-see tabloid page allows advertising to drive in with cut-out open—one, that affords more advertising at less cost. Get the facts!

THE  NEWS
New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK

*October Averages: Daily, 965,378; Sunday 1,180,350

IN OCTOBER, 1925, the New York Herald Tribune gained 377,738 lines of advertising over October, 1924—a *greater gain than any other New York morning or evening newspaper.*

The Herald Tribune's total advertising lineage for October, 1925, was 1,774,878 agate lines, which volume was exceeded by but one New York newspaper, thereby placing the Herald Tribune *second* in total volume of advertising.

IN LOCAL DISPLAY ADVERTISING the Herald Tribune carried 1,146,130 lines and *led the field in gains* with 176,910 lines.

IN NATIONAL ADVERTISING the Herald Tribune carried 459,632 lines and *led the field in gains* with 183,454 lines.

IN AUTOMOBILE ADVERTISING for the first ten months of 1925 the Herald Tribune with 747,808 lines gained 252,534 lines—a *greater gain than all other New York morning newspapers combined*, and more than *all New York evening newspapers combined.*

And this is the reason—For the six months ending September 30, 1925, the Herald Tribune was the only morning newspaper of standard size in New York to show a circulation gain as compared with the same period of 1924.

New York
Herald Tribune

up acceptance if not actual demand."

The big trouble with loading as a policy lies in the damaging connotation that the term itself has not yet lived down. Loading used to be the exact antithesis of decent treatment of dealers. It meant mesmerizing the dealer, getting his name on an order and then getting out of town quickly. Few advertisers today, even if they were able, would cram unsalable merchandise into a dealer's stock room or display racks, for the obvious reason that the chances of repeat business in such cases would be nullified. Where there is resistance to concentrating purchases and buying in volume, the cause usually is suspicion as to the manufacturer's motives and a failure on the part of the dealer to gauge his own sales abilities properly. The dealer needs to be shown. The manufacturer can roll his own policy but showing the dealer is apt to mean better selling by the manufacturer, more store demonstrations and advertising in publications that retailers read. The burden cannot be shifted, and it is one of the burdens that the manufacturer who feels that he is entitled to leadership ought to be most eager to carry.

Cleveland Trust Company Advances F. E. Gymer

Frederick E. Gymer, production manager of The Cleveland Trust Company's publicity department for the last two years, has been appointed assistant to the publicity manager, I. I. Sperling. Mr. Gymer was formerly production manager of Fuller & Smith, Inc., Cleveland advertising agency.

Harry Packer Heads New Outdoor Advertising Firm

Harry Packer has been made president of a recently organized outdoor advertising company, the Packer Corporation, Cleveland, which has bought poster and painted bulletin companies at Canton, Ohio, Erie, Pa., and Jamestown, Olean and Salamanca, N. Y.

C. Henry Motz Dies

C. Henry Motz, business manager of the Cincinnati, Ohio, *Times-Star*, died at that city on November 14. He was fifty-six years old and had been with the *Times-Star* since his fourteenth year.

Yates-American Machine Company Formed

The Yates-American Machine Company, Beloit, Wis., has been formed through the consolidation of the P. B. Yates Machine Company, of that city, and the American Woodworking Machine Company, Rochester, N. Y. J. E. McKelvey, who had been president of the latter company since its organization in 1901, is president of the new firm.

Lee Rubber & Tire Reports a Profit

The Lee Rubber & Tire Company, New York, and subsidiaries, report a net profit of \$79,279, after charges, for the quarter ended September 30. This compares with a deficit of \$22,022 in the third quarter of 1924. Net profits for the first nine months of 1925 were \$237,338, against a net loss of \$173,586 in the same period last year.

Okemah, Okla., "Ledger" to Become Daily

The Okemah, Okla., *Ledger*, a weekly newspaper, has been sold to Raymond Fields and Edward M. McIntyre, owners of the Guthrie, Okla., *Leader*, who will publish the *Ledger* as a daily. William O. Loftus, formerly with the Scripps-Howard Newspapers, is business manager.

W. C. Edgar Organizes Publishing Business

William C. Edgar, who had been editor and publisher of *The Northwestern Miller*, Minneapolis, for over forty years, has organized The Bellman Company at that city. A series of studies of industrial achievements will be published.

Radio Parts Account for Walter Scott Agency

The Sheffield Trimming & Stamping Corporation, New York, manufacturer of radio parts, has appointed Walter Scott, advertising agency of that city, to direct its advertising account. Direct mail and radio magazines will be used.

Glenn Rohrbach with Deere & Company

Glenn Rohrbach, formerly with the Moline, Ill., *Dispatch*, has joined the advertising department of Deere & Company, manufacturers of agricultural implements, also of Moline.

T. F. Burns Joins New York "World"

T. F. Burns has joined the New York *World* as local advertising manager. He was recently with the New York *Telegram*.

And Now We Have Synthetic Wool

The Snia-Viscosa Company, of Italy, Planning to Market It in This Country

DURING the last few days newspapers announced something to the effect that an Italian scientist had invented an artificial wool.

The announcement was not quite correct. Artificial wool has existed for some time, but for one reason or another has not been offered commercially. Undoubtedly the news item should have stated that the Snia-Viscosa Company, of Italy, has decided to market this new fibre, resembling wool, under the trade name "Sniafil." Anyway, it is a fact that this great Italian organization has recently come to this decision.

It is no secret that several of the manufacturers of rayon have developed a process for the production of this synthetic wool. The trade, by the way, has concluded to call this product "lanol," which is the Latin for wool. Evidently the Italian company has resolved that the time is right for putting its brand of lanol on the market.

In its issue of October 27, *Rayon* published an article under the title, "'Sniafil'—A Fibre with a Future as Bright as Rayon." We are indebted to this article for much of our information on lanol. The product, it seems, is made in much the same way as rayon. The only difference is that lanol is a much shorter fibre. William J. Baxter, the author of the aforementioned article in *Rayon*, says that "practically any rayon manufacturer in the world can with slight changes turn over his equipment to the manufacture of lanol."

Courtaulds, the world's largest producer of rayon, owns a wool process. Several weeks ago, this English concern intimated that it would presently introduce its synthetic wool. But like all producers of rayon, the English company has been hopelessly handicapped in trying to expand its facilities to take care of the ever-increasing

demand for rayon. Under the circumstances it is only natural that the company has decided to delay its entrance into the lanol field.

The Dupont company, in this country, has made notable headway in developing a synthetic wool. But Dupont also has been so busy getting out rayon that the Dupont lanol has had to wait.

But the situation on the Continent is different. It is said that the makers of rayon on the Continent are finding their production more nearly in balance with demand than are the manufacturers either in this country or in England. For one thing, the adoption of a tariff by Great Britain has shut the English market against the Continental producers.

Undoubtedly these conditions have hastened the decision of some of the rayon manufacturers in Europe to enter the artificial wool field. Mr. Baxter points out in his article that it is likely that the Snia-Viscosa Company will undoubtedly take the lead in this division of the synthetic fabric field, just as the English assumed the leadership in the production of rayon by being the first to recognize the possibilities of this material.

The Snia-Viscosa Company is in excellent position to develop lanol or "Sniafil" as its brand will be known. In the first place, this concern is the world's second largest producer of rayon. It is regarded as Italy's largest industrial company. The company is rich, has splendid reserves and is adequately prepared to put an energetic campaign behind this new product. It recently purchased a factory with a 150,000 pound daily capacity and is already turning out 13,000 pounds of Sniafil daily. We are told that within a few weeks considerable quantities of Sniafil will be offered for sale in this country.

To be able to compete with wool,

Absolute Leadership in New Orleans

Every business day in the week **THE ITEM-TRIBUNE** combination completely and absolutely dominates in city circulation. City sales averaged on weekdays, according to last Publisher's reports, 76,963 copies.

This is a lead in weekday city circulation of 58% over the next largest newspaper, and of 95% over the other.

Here's the weekday advertising record for October.

	ITEM-TRIBUNE	Times-Picayune	States
Local	878,054	639,835	524,818
National...	331,878	187,901	76,514
Classified...	205,172	286,979	69,445
<hr/>			
Total	1,415,104	1,114,715	670,777

If you want to do business throughout the week, talk to New Orleans through **THE ITEM-TRIBUNE**.

New Orleans Item-Tribune

this new material will have to sell at a much lower price than wool. While the material looks like wool, feels like wool and has many of the advantages of wool, still it lacks the warmth of wool and has the further disadvantage that it loses a little of its strength when wet. Therefore, the only excuse for the product is that it be sold at a price where wool cannot compete.

This synthetic wool is now being sold in Europe at a price that is equivalent to fifty or fifty-five cents a pound. If, when this material is imported into this country it would have to pay the same duty as wool, which seems likely, it could be sold here for about seventy-five cents.

Mr. Baxter declares, however, that the Snia-Viscosa Company intends to overcome the matter of the tariff by building a factory in America. American bankers have already been approached on this prospect. Of course it is realized that labor in this country is about double what it is in Italy. So, establishing a factory in the United States, will not save all the tariff. The extra labor cost will absorb some of the tariff savings.

A difficulty the Italian company faces in coming to America is the fact that the Chemical Foundation holds two fundamental patents for wool substitutes. According to the rules of the Foundation, these patents cannot be licensed to concerns that are not 75 per cent American owned. Rayon says, however, that the Snia patents were granted from the German patent office, which is supposed to be the strictest in the world on chemical inventions. It is, therefore, likely that the Snia patents will not be in conflict with the Foundation patents.

All of which seems to indicate that synthetic wool will soon be added to the long list of products that are engaging the selling genius of America.

John F. Haskins Dead

John F. Haskins, president of the Press Stereo Supply Corporation, New York, died at Rochester, N. Y., on November 13.

The Various Types of House Magazines

VACUUM OIL COMPANY

NEW YORK, Oct. 22, 1925.

Editor of PRINTERS' INK:

We understand that you have a list of salesmen's house organs.

We would appreciate it very much if you would send us a copy of this list, directed to the attention of the writer.

VACUUM OIL COMPANY,

RECENT issues of PRINTERS' INK carried six instalments of a general house magazine list. All types of house magazines with the exception of plant papers, otherwise known as employee magazines, were included. The six instalments have since been thrown together in a single alphabetical list and reprinted in pamphlet form. This pamphlet, which contains the names of 1,200 house publications, may be had at cost—twenty-five cents—from the Research Department of PRINTERS' INK.

When plans for getting this compilation under way were being considered, it was brought to our attention that, in the exchange of house publications, there is considerable waste circulation because those who request various magazines do not know whether they circulate among company salesmen, dealers, jobbers or ultimate consumers. Consequently, an executive who wanted, for example, a number of salesmen's house magazines, as in the case of the Vacuum Oil Company, would write to a list of names and find, when the publications were received, that they embraced a number of types of house magazines, in addition to the kind which was specifically wanted.

As a method of eliminating this waste, PRINTERS' INK's new house magazine list contains, next to each name listed, a code letter which identifies the circulation of every publication. With the aid of this code system, an advertiser is enabled to go through the compilation and choose only the particular type of house magazine in which he is interested at that moment.—[Ed. PRINTERS' INK.]



The Top Men

Are the hardest to reach

- the hardest to sell

- the best customers

- the biggest buyers

Sell these men through

NATION'S BUSINESS

Washington

205,000 Circulation (Member ABC)

The Monthly Country Gentleman Has Broken With The Past

In farm paper publishing *The Country Gentleman* represents the same progress that has replaced the buggy with the motor car, the mud road with concrete, the old oaken bucket with running water, the kerosene lantern with electric lights, the washtub with the power washer, the broom with the vacuum cleaner, the cradle and flail with the combine harvester, the deadly silence of country isolation with the radio.

The Country Gentleman recognizes that farm people have progressed too—until their interests and activities are today as wide as those of any other group of American citizens.

It is the modern farm paper for modern farm families.

The monthly *Country Gentleman* devotes more space than ever before to the trade or business of farming.

But it is a bigger and broader farm paper, covering the other interests of the American

farm family as helpfully, as broadly, and as authoritatively as it has always treated those problems which bear directly upon the craft of agriculture.

Pioneering thus into wider fields, it is a great satisfaction to find that the men and women on the farms are responding with a progressively increasing flood of subscriptions. All over the country, sales are mounting.

Advertisers have indicated clearly their appraisal of the monthly *Country Gentleman* by making use of more space in the first four monthly issues than were used in the seventeen weekly issues of the corresponding period last year.

Clearly, the monthly *Country Gentleman* is the modern farm paper—the foremost publication in America for those whose homes, or whose interests, are in the country.

The Country Gentleman

5¢ the Copy

3 Years \$1

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Country Gentleman
The Saturday Evening Post *The Ladies' Home Journal*

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

**Our salesmen
of advertising are
especially instructed
to demonstrate
that you cannot
“cover Detroit”
with the Detroit Times
alone—**

**It is idle to
suppose that *any*
market upwards
of a million and a
quarter population
is a “one paper buy”**

but—

The Detroit Times does reach 220,000 families week days and over 280,000 on Sunday—which is a big slice of the ipe.

Why Retail Grocery Failures Are Increasing

An Interesting Merchandising Situation Has Developed in This Trade

By Jesse Calvin

[EDITORIAL NOTE: In a recent issue of the *Modern Merchant and Grocery World*, the editor comments upon the increase in grocery failures. He says in part: "Each month, for a long time, this paper has reported an increase in the number of grocery failures. I cannot understand why the grocery failures should increase. What factor has come into the grocery business since September, 1924, to cause an increase of nearly 33½ per cent in disasters? I decline to believe it is the chain stores; the chain store if anything is a weaker competitor today than it was a year ago. Even if that is doubted, it is not a stronger competitor from any standpoint."

The following remarks, penned by an executive intimately acquainted with grocery trade conditions, indicate some of the causes of increased grocery failures.]

A FEW years ago, I felt, with many others, that the entire industry of food distribution, not to mention drug and clothing and other retail outlets was drifting into the hands of the chain store. At that time, it appeared as though the chain store offered a solution to the problem of supplying the consuming public with almost every demandable article and providing it in a more direct and consequently more economical way than any previously devised.

In many ways, this condition proved true. Some four and five years ago, it either was, or at least appeared to be, doubly true. In many lines, the chain store was able to supply the consuming public at prices far below those which the old-time methods of distribution seemed able to meet.

Looking back, there were two main governing factors which created that condition. The first was the low state of operating efficiency in which the old-time wholesale and retail outlets found themselves at the conclusion of the war period. This low state of operating efficiency was due to many and peculiar reasons and conditions which were at their

peak in 1920 and 1921, but, nevertheless, they existed in most malignant form. Wholesaling and retailing costs were high. The chain stores with curtailed service and in the full flush of modern distributing efficiency, were able to take the old-time methods largely by surprise, and, in the minds of the consuming public, a new era of distribution had come to succeed an older and less efficient one.

Then, there was the second governing factor of great buying power, able to take advantage of enormous distress stocks. Countless manufacturers found themselves with various sorts of merchandise on hand which had to be sold. It is true that much of this merchandise was sold at cost and often at less than cost, but moving it was the prime essential. The chain stores were in position to handle the largest single lots. Selling for cash, they could also buy for cash in a period when money spoke in loud and powerful terms.

The result was that the chain-store systems started a campaign of low prices which stunned the old-time distributors and amazed the consuming public.

Looking back, it might be safe to say that nine wholesale and retail distributors out of ten would gladly, at that time, have deserted their industry if they could have escaped with a whole skin. Seven jobbers out of ten were caught in the sugar rampage and those who could not escape had to face the problem of climbing out of a deep hole as best they could. Retail grocers found themselves in a general turmoil with standard brands of merchandise that had to compete with all sorts of lines, many very good in quality and often available at less than cost.

The chain stores, with service

curtailed, with credits no problem because they gave none and asked for none or little, found it possible to show the consuming public great savings.

Wholesale grocers associations turned to statistical bureaus and other sources and developed figures to show the average cost of doing business for the wholesaler and the retailer and these figures were strong enough to scare the bravest out of at least ten years' growth. And so there was considerable scurrying out of the grocery business, at least on the part of many retailers. There were literally thousands of retailers who were frightened out of business by the chain store bugaboo.

Those who stayed in, for one reason or another, looked around and began to make the best of what appeared to be a bad situation. Wholesalers did the same.

TWO NEW FACTORS

Then, gradually, two factors developed which have, during the last two years, tended to turn the scale somewhat favorably for the wholesale and independent retail grocery trade. This has not resulted in any tremendous advantage in favor of wholesaler and retailer against the chain stores, but it has tended to make for equalization.

The first of these factors is the disappearance, to a large extent, of the distress stocks of merchandise. The second factor, is the lesson in lowered operating costs which the wholesaler and retailer have learned from the chain store.

It gradually developed that the chain store eliminated very little which the wholesaler and retailer could not eliminate. Where one method had costs or savings peculiar to it, the other method had, and still has, compensating costs and savings. Far from being frightened out of business by the chain store, there are, today, many retailers who can show from actual experience that a retail grocer, knowing his business, operating with adequate capital for a business of the size he is undertaking to run, willing and able to work

and willing and able to study and learn—that such a man is more than able to compete with a whole wilderness of chain-store units scattered all about him.

Such men have found that, with cash with which to buy, they can almost invariably locate at least one wholesale grocer in position to provide them with a complete line at a cost which compares favorably with that of the chain-store warehouse laying stocks into its units. Man for man, he is as good a salesman as—often a better one than the manager of the chain unit across the street. Furthermore, he has liberty of action and finds it more possible to cater to his own peculiar local wants than the chain store.

It is in this last factor that his success or failure often depends. If he uses this liberty of action wisely and properly, the individual merchant finds himself possessed of a powerful advantage. If, on the other hand, he misuses this freedom and buys foolishly and unwisely and fails to hold his business on the main track, then that very liberty of action defeats him.

Now, that brings us into the present phase of wholesale and retail food distribution and accounts for the present increase in retail grocery failures.

There has come about a compensating leveling between the chain store method of distribution and the wholesaler-retailer method. The disappearance of job lots of distress merchandise, the increased wholesaling and distributing expense of the chains as they have grown into great systems, the elimination of expensive service and the curtailment of much needless credit by wholesalers and retailers, the development of the cash-and-carry jobber and the cash-and-carry department by many wholesalers—all these have tended to a general leveling. Cash-and-carry wholesaling has been a particularly important factor. There are few, if any, jobbing markets where a properly financed retail grocer cannot work out a buying arrangement with at least one good jobber, whereby



THIS IS TO CERTIFY that
from the SPECIMENS
of PRINTING submitted
by AMERICA'S FOREMOST
PRINTERS, one produced by

**Charles Francis Press
New York**

is selected for its ARTISTRY and
CRAFTSMANSHIP to form a part
of the GRAPHIC ARTS LEADERS
EXHIBIT of America, a collection of
Printed Masterpieces to be shown
throughout these UNITED STATES
in an effort to promote a greater
appreciation of the Value of
Quality Printing



Judges

Wm. H. H. H. H. H.
Wm. H. H. H. H. H.
Wm. H. H. H. H. H.
Wm. H. H. H. H. H.
Wm. H. H. H. H. H.

on the basis of adequate volume and prompt weekly payments, the retailer can put merchandise into his store on a basis competitive with the chain-store unit.

Where, not so many years ago, the chain-store systems had only the individual grocers as competitors, they have, of late, run into the most active competition among themselves. This has made necessary a peculiar sort of competitive method.

The chain-store merchandising man and the chain-store buyer is primarily a price man. Although here and there one now sees a chain-store merchandise man who is a seller of quality first and price second, the great majority of chain-store buyers and merchandisers have been brought up on low price and have been schooled in buying at a price. This worked well up to a given point. But when the combined efforts of the chain-store buyers brought prices down to an irreducible minimum, there came about a condition in which no single chain store could find any great advantage over other chain-store systems. So the price argument wore itself out, to a great extent.

This headed the chain-store buyer in the direction of a search for private brands and off brands, into manufacturing for himself and such methods. In turn, that brought the chain store into direct competition with the national advertising of the great variety of well-known food products. And through their thousands of salesmen, these national advertisers have educated thousands of individual retailers to use the nationally known brands to build up their local standing.

In passing, it is interesting to note that, originally, many wholesale grocers used nationally advertised brands as a means to build up their private brands. Then, came the chain stores and won the consumer's interest with nationally known lines. Later, just as the jobber dropped nationally-advertised lines and undertook to build up his private brands, so the chains went into the same groove. Now, the newer school of indi-

vidual grocer and the newer school of jobber, particularly the cash-and-carry jobber, are undertaking to come back into their own through the aid of nationally advertised lines. It is an interesting situation and permits of much thoughtful consideration concerning the power of national advertising.

All of this brings us around to the question: Why are there retail failures at this time?

The answer must be more or less speculative. I have tried, in the foregoing, to set down some governing influences and to point out how the various modes of distribution and the various competitive systems are responding.

It seems reasonable to assume that competition, right at this moment, is more keen than heretofore, in that it is now a fairer competition, with the matter of costs and expense of doing business more nearly equalized.

The weaklings are finding themselves confronted by two groups of competitors. The chain store and the worth-while individual grocer is waging an aggressive, active, healthy campaign. Both are building good businesses. The individual retailer who is at all handicapped, either through lack of capital, lack of experience, lack of ability or willingness to learn, is finding himself between an upper and lower millstone and is being ground out in a hurry.

Food distribution for ages has been a hit-and-miss proposition. It is now becoming a science.

A good grocer has come to mean a man who is a good accountant, an excellent salesman, a good chemist and a dozen and one more things. It is conceivable that some day there may be a college course for grocers and the graduate will have taken adequate courses in chemistry, dietetics, cost accounting, psychology, rhetoric and logic, advertising and salesmanship, not to mention window trimming, show-card writing and a post-graduate course in a finishing school which will enable him to suggest unusual menus for bridge teas, breakfasts, midnight suppers and this and that.

All Advertising Records
Passed October 6th, 1925

34,106,030

Lines of Paid Advertising
Published by

The Miami Herald
During First 10 Months of 1925

ON October 6th, 1925, The Miami Herald passed the world record held by The Detroit News, by publishing 30,617,741 lines of paid advertising as compared with the News' record of 30,604,518 lines established in 1924.

This new high record in advertising lineage indicates that The Miami Herald is the preferred newspaper of both local and national advertisers in the Miami field—now one of America's richest markets for the national advertiser.

The **Miami Herald**

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

Headlines

that Attract the Millions

Note how they are built along proved
lines of simple common sense



WHILE the application of good advertising moves from one cycle of advancement to another, its fundamentals never change.

Advertisements that command a reading start with headlines that invite. They depend neither upon "trick" wording nor "trick" lettering for their power.

The story of the election of a President was told in two words . . . in plain type: "Coolidge Wins." And millions read the scores of words that followed.

* * *

"Trick" headlines come only to peril the unwary. They may overdress an advertisement like over-dressing often handicaps a salesman.

Their sole fetish is "attention." Conviction is forgotten. Pin a sign on a man's back, and it can claim as much.

Men inexperienced in advertising yield chiefly to their lure; and, at times, even those seasoned and experienced.

But with the maturity of results to guide them, men turn to simple words and clear cut type faces to win a reading for their "copy."

The true science of headlines is to strike the right balance. Not commonplace, for that's without excuse.

Not bizarre, for that's a costly folly. Not indefinite, but definite and compelling.

So please do not mistake: This is not to advocate crudity, but rather the elegance of simplicity.

Not to detract from the proved value of fine advertising art. But rather to emphasize it, when used soundly. To point out that a simple advertisement of a wanted article can become too "arty," too "tricky," too "far-fetched" for its audience.

* * *

Thus headlines must be weighed on the scales of common sense . . . the common-sense balance which alone achieves uncommon results in advertising.

A plain strong headline pays in added readers. A weak headline, or even a strong one unreadably lettered, brings a minimum in returns.

It is a basic law in advertising that no advertisement is better than its headline.

Keyed advertisements constantly confirm it.

The experienced advertising agent does not theorize on the advisability of direct-to-the-point headlines. He seeks no substitutes, no over-decorations.

He knows that the miracle of advertising is that it performs magical results, merely by applying it in a simple, common-sense way.



LORD & THOMAS

NEW YORK
247 Park Avenue

Advertising

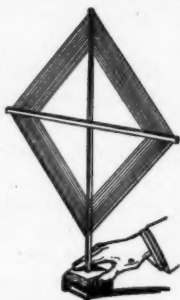
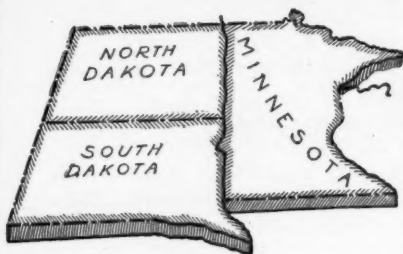
CHICAGO
400 North Michigan Avenue

LOS ANGELES
1151 South Broadway

LONDON, ENGLAND
Victoria Embankment

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.



SELECTIVITY in RADIO ADVERTISING

Eleven nationally known radio manufacturers are advertising in **THE FARMER** this year. They chose the territory where conditions favor big sales volume.

Entertainment, *plus utility*, make radio almost a farm necessity. More than half of Minnesota's radio population lives on farms.

Here is a big and growing market for sets and accessories. Reach Minnesota's farm radio market through the Northwest's only weekly farm paper. Population and sales analysis chart sent on request.



The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

E. S. Townsend,
547 Howard St.
San Francisco, Calif.

Member Standard Farm Paper Unit

A Northwestern Institution Since 1882

Policy of Expansion Set by Newspaper Association

More Members and More Service for Members Is Plan of American Newspaper Publishers Association

A POLICY of expansion in membership and in service to members was decided upon by the American Newspaper Publishers Association at a closed meeting held in White Sulphur Springs, W. Va., last week.

This changed policy, Lincoln B. Palmer, manager of the association, informs PRINTERS' INK, means a change in the method of membership assessments and the creation of several new service departments. The new departments mentioned so far include traffic, mechanical and accounting.

Membership fees under the new plan will be charged according to circulation. Hitherto, all members have paid the same annual dues—\$75. Certain extra dues have also been levied in late years according to the number of machines operated by each member. Now all pay in proportion to their circulation. "This means, in some cases," says Mr. Palmer, "a decrease in dues for some of our smaller members, and increases for our big city newspapers." Big city newspapers, according to Mr. Palmer, were enthusiastic advocates for the changed policy.

The plan for this change was presented by a former president of the association, John Stewart Bryan, of the Richmond, Va., *News-Leader*, as chairman of a special expansion committee.

The meeting itself was an experiment. It marked the first time that the membership of the association had ever been called together for any meeting other than the annual convention held always at New York in the spring of the year. At the last annual convention, opinion was expressed that the social distractions and the business attractions of New York made it impossible for the members of the association to know each other. For this reason a plan for a fall convention was approved.

Short meetings; plenty of opportunity to play golf; no business attractions and no exhibitions by firms seeking to sell material of one kind or another to publishers, made it possible for members to become acquainted with one another at White Sulphur Springs, according to Mr. Palmer. "Frankly," he says, "some of our members were doubtful about the need of a fall meeting, but I know now that it will be a fixed institution with them, because they want it."

All of the addresses made before the meeting, except one on postal matters by Senator George H. Moses, chairman of the Joint Congressional Committee investigating postal rates, and one on newspaper taxation problems by R. L. P. Wallace, of Wallace, Delaney & Co., were by members of the association. The number of addresses made was small, and the majority were concerned with the mechanical and management aspects of newspapers.

Immediately after the opening of the convention by the president, S. E. Thomason, business manager of the *Chicago Tribune*, Charles B. Noyes, president of the Associated Press, and publisher of the *Washington Star*, made an address that was a warm tribute to the memory of the late Victor F. Lawson, one of the founders of the Associated Press and the owner of the *Chicago Daily News*.

Among the other speakers were: Louis Wiley, *New York Times*; T. R. Williams, *Pittsburgh Chronicle-Telegraph and Gazette-Times*; William E. Donohue, *Chicago Tribune*; R. E. Lent, Passaic, N. J., *Daily News*; Charles R. Hart, *New York Times*; Don Bridge, *Indianapolis News*; George M. Rogers, *Cleveland Plain Dealer*; A. R. Michener, Harrisburg, Pa., *Telegraph*; Louis H. Brush, East Liverpool, Ohio, *Review*, and E. M.

Antrim, of the Chicago *Tribune*. An address prepared by John M. Schmid on newspaper circulation wastes was read by William B. Bryan, of the Paterson, N. J., *Press-Guardian*, and chairman of the program committee for the meeting.

Senator Moses, in speaking on postal matters, gave no definite information concerning postal rates in the future. He simply stressed the fact that the Congressional committee which he heads is seriously and earnestly concerned with its job and is endeavoring to find a permanent basis upon which postal rates may be determined.

Adopts Code of Ethics to Guide Florida Advertisers

TO protect readers of Florida advertising from misstatements, falsehoods and misrepresentation, a code of ethics has been adopted by the Advertising Club of Miami. This code is being subscribed to by Miami realtors and other business concerns who are empowering the Miami club to correct any abuses which are brought to its attention through the Miami Better Business Bureau.

With this code as a guide, it is believed that the interests of the State will be further advanced through the advertising of its promoters. "Florida has lent itself in the past to ill-advised advertising," Stanley S. Iversen, executive secretary of the Miami club, informs PRINTERS' INK. "Florida's greatest counter offensive against Northern anti-Florida propagandists is in the removal of the sore spot that has been the target of Florida knockers, namely the misuse of advertising in the advertising of Florida's opportunities."

Those who pledge themselves to abide by the code of ethics are to refrain from doing or saying anything that would bring any accepted form of advertising into disrepute or which might injure the name of the city or State. The code outlines the various factors

which should be taken into consideration when advertising an offer, such as description, terms, comparisons and illustration. Especially interesting is the section devoted to illustrations, which reads in part as follows:

Illustrations of property of whatever class it may be, buildings, projects, etc., should be as they actually exist, or that should they not exist but be contemplated, the illustration should be plainly inscribed just what are the plans of the proposition. As an example, an illustration of a beautiful home, or buildings, sites, roads, golf links, bathing beaches, etc., that are not actually existing, should bear the inscription "As they will appear at blank, in" (stating a reasonable period of time in which they will exist.)

In the illustration of roads, only roads that are already built should appear, unless specific mention is made of the time and how roads depicted are to be built and it is known that the money is available for building these roads.

C. H. Hastings Heads New England Newspaper Alliance

Charles H. Hastings, publisher of the Lynn, Mass., *Item*, was elected president of the New England Newspaper Alliance at the recent annual meeting at Boston. Charles L. Fuller, business manager of the Brockton, Mass., *Enterprise*, and Frank Almy, publisher of the Fall River, Mass., *News*, were elected secretary and treasurer, respectively.

Metal Work Account for Clarkson A. Collins, Jr.

The Tuttle & Bailey Manufacturing Company, Inc., New York, radiator cabinets, grilles and registers, has appointed Clarkson A. Collins, Jr., advertising agency, also of New York, to direct its advertising which will appear in architectural, building and sheet metal publications during 1926.

E. E. Sterns with Roger Williams Company

Edwin E. Sterns, recently manager of the publicity department of the Guardian Life Insurance Company of America, has been appointed New York representative of the Roger Williams Company, Cleveland, direct-mail advertising.

W. O. Morrison Joins The Caples Company

W. O. Morrison, formerly with the Chicago office of the H. E. Lesan Advertising Agency, Inc., has joined the Chicago staff of The Caples Company, advertising agency, where he will do copy and contact work.

Urges Clubs to Inspect Community Industries

John G. Barry, vice-president in charge of sales of the General Electric Company, Schenectady, N. Y., urged the members of the Schenectady Advertising Club to visit other factories of the city and learn their importance in their respective industries. He said that this would enable the club to carry on more efficiently its program of selling the city to the citizens and to the country. The occasion of the talk was a recent luncheon given to the club members by the General Electric Company at its plant, when the advertising men made an inspection trip through it.

Technical Publicity Association Holds First Meeting

The Technical Publicity Association, New York, held its first meeting of the new season on November 11. R. H. DeMott, general sales manager of the S.K.F. Industries, Inc., talked upon the subject, "Securing Facts and Figures from the Field and How to Use Them," the topic that he covered at the convention of the Industrial Advertisers Association at Atlantic City, N. J. Walter Drey, vice-president of *Forbes*, New York, reviewed practically all the speeches that were made at that convention.

Floor Polisher Account for Buffalo Agency

The Wadds Manufacturing Company, Buffalo, N. Y., maker of the Wadds floor polisher, has placed its advertising account with J. Jay Fuller, advertising agency of that city. A distribution campaign is now being conducted in the East and Middle West.

St. Louis Junior Club Appoints New Officers

The Junior Advertising Club of St. Louis has appointed D. J. O'Connell acting president and first vice-president. C. C. Humbert was appointed second vice-president, Meyer Sacks, third vice-president and Martin Mullen, secretary.

R. G. Timmerman With Charles Daniel Frey

R. G. Timmerman, formerly with the D'Arcy Advertising Company, St. Louis, has joined Charles Daniel Frey, advertising, Chicago, as manager of the mediums department.

A. D. Guion Heads Bridgeport Advertising Club

A. D. Guion, advertising manager of the Bridgeport Brass Company, Bridgeport, Conn., has been elected president of the Bridgeport Advertising Club. He succeeds Hoyt Catlin, resigned.

Chicago Advertisers Host to Commander Rodgers

Commander John A. Rodgers, Captain of the PN9 No. 1 of the Hawaiian-Pacific flight, was the principal guest at the fifth annual joint Armistice Day luncheon held at Chicago, November 11. The luncheon was given by Advertising Post No. 38 of the American Legion, the American Association of Advertising Agencies, the Newspaper Representatives Association of Chicago, the Agate Club and other advertising organizations and the Executives' Club of Chicago.

The speakers, other than Commander Rodgers, who told of his experiences during the flight, were Edward J. Kelly, president of the South Park Board of Chicago, and Scott W. Lucas, Commander of the Department of Illinois, American Legion.

Heads Pacific Coast Public Utility Committee

W. P. Strandborg, of the Portland Electric Power Company, Portland, Oreg., has been elected chairman of the executive committee of the public utility department, of the Pacific Coast Advertising Clubs Association. Earl V. Burke, of the Pacific Railways Advertising Company, San Francisco, is vice-chairman.

Dallas Club to Hold Copy Contest

The Dallas, Tex., Advertising League will conduct a copy-writing contest for the general public, the subject of which will be announced by radio on November 24. The contestants will have one week in which to present their advertisements. Judgment will be made on the merit of the actual message of the copy presented.

"The Magazine of Wall Street" Appointment

The Magazine of Wall Street, New York, has appointed Dick Jemison, vice-president of Hal T. Boulden & Associates, Inc., as representative for Ohio and Michigan.

Millis Agency to Direct Beverage Bottlers' Campaign

The American Bottlers of Carbonated Beverages, Washington, is planning a four-year campaign. This campaign will be directed by the Millis Advertising Company, Indianapolis.

Has Happiness Candy Chain Stores Account

The Happiness Candy Stores, Long Island City, N. Y., has appointed the George Batten Company, Inc., to direct its advertising account.

"Hot Stuff"

Reprinted from "The Christian Advocate"

THE following appeared three weeks ago as part of the display advertising of one of the large Methodist Episcopal Churches of the Middle West, describing the new pastor who had just come to town:

"If you don't believe he is a real knockout come and see—

Big stuff and Hot stuff."

We have seen a great many startling church advertisements, but this, in our experience, at least, wins the Ignoble Prize for vulgarity. It does not even attain to the level of refinement maintained by most theatres. It is more nearly in the tone of the advertising of a second-rate burlesque show.

This type of thing is not characteristic of American churches, thank God, but it shows clearly the goal to which the rather widespread vogue of cheap and meretricious advertising leads. Among certain churches it does not seem to be enough for a man to come to a new city simply as an ambassador of Jesus Christ. He must needs be advertised as "a fighting parson" who "picks a mean wallop," a sort of rival of Jack Dempsey or Douglas Fairbanks. The invitation to "come and see" has good scriptural authority; but those people in the gospel who gave that invitation were not bent on exploiting themselves. They were in the deadly earnest business of giving an invitation to behold the Son of Man.

This sort of advertising and the type of church services which are in harmony with it may make a superficial appeal for a while, but the final balancing will show a big loss rather than a gain to the kingdom of God. The effect which this kind of thing has on the average outsider is shown with terrible clearness in the recent article in *Collier's* by William Johnston entitled, "If I Were a Clergyman." His words, in this connection, at least, well deserve underlining and passing on:

"If I were a pastor of a church—

"I would cut out circus stuff. It has gotten so today that it is difficult to distinguish between the religious columns and the theatrical notices in the newspapers. During the preparation of this article I glanced over the newspapers from various parts of the United States.

"Here are a few announcements I caught in advertisements of Sunday services: 'Stirring music by the firemen's band'; 'The Dixie Quartette will sing'; 'A pageant with striking costumes and wonderful electrical effects'; 'The Sunday evening sermon will be Phantomland, the lore and legend of the Southwest—illustrated!' 'An orchestra of twenty pieces.'

"There was one line in an advertisement, too, that I suspect is true of most churches—especially those of the big cities:

"*There Will Be No Christian Endeavor During the Summer.*"

"As I peruse the New Testament I discover nothing there to indicate that Jesus found a band necessary to assemble a crowd to hear the Sermon on the Mount. The man who has a real message for humanity, who devoutly believes the doctrines he proclaims, needs no ballyhoo to bring the crowd. No clown's antics are necessary to attract attention to his words."

Atwater Kent Ties Up With Football Interest

The Atwater Kent Manufacturing Company, Philadelphia, radio apparatus, recently took advantage of the current interest in football to give its newspaper copy a football flavor. One advertisement stated that its plant covered an area larger than ten football fields. The copy also suggested that the size of the plant is a guarantee of the permanency of Atwater Kent in the radio industry. The names of several local Atwater Kent dealers appeared at the bottom of the advertisement.

Stewart-Warner Net Profit Doubles

The Stewart-Warner Speedometer Corporation, Chicago, reports net profits of \$5,373,336, after charges, for the nine months ended September 30. This compares with \$2,662,523 for the corresponding period of 1924. Net profit for the third quarter of 1925 totaled \$1,906,364, against \$652,973 for the same period last year.

SEPTEMBER, 1925

TIFFANY & CO.

PEARLS
DIAMONDS JEWELRY SILVERWARE
STATIONERY

MAIL ORDERED PACKING PROMPT AFTERNOON -

FIFTH AVENUE & 37TH STREET
NEW YORK

Every-issue Advertisers in Vanity Fair

The men and women who read Vanity Fair spend millions of dollars on jewelry and silverware every year. And every month for the past twelve years Tiffany has invited their patronage through its pages.

There is only
ONE
First Radio
Advertising
Buy in
Cleveland!

The Press
is the
First
Advertising
Buy in
Cleveland

The Cleveland

**FIRST
IN
CLEVELAND!**

NATIONAL REPRESENTATIVES: ALLIE

250 Park Ave., New York City

CLEVELAND, CINCINNATI, SAN FRANCISCO

DURING the month of October the six-day Cleveland Press published more advertising for Cleveland radio merchants than the daily and Sunday Plain Dealer combined, or the daily and Sunday News combined.

Press 22,521 Lines

Daily Plain Dealer . . . 1,402 Lines
Sunday Plain Dealer . . . 12,808 Lines
COMBINED . . . 14,210 Lines

Press Excess 8,311 Lines

Daily News . . . 13,408 Lines
Sunday News . . . 1,330 Lines
COMBINED . . . 14,738 Lines

Press Excess 7,783 Lines

The Press has the largest city circulation, largest True Cleveland Market circulation, largest total daily circulation in Ohio—and Cleveland's lowest advertising cost.

Isn't there only one FIRST Radio Advertising Buy in Cleveland?

Cleveland Press

ALLIED NEWSPAPERS, INC.,
410 N. Michigan Blvd., Chicago
SAN FRANCISCO, SEATTLE, LOS ANGELES

A
SCRIPPS-HOWARD
NEWSPAPER

Advertising should
make the consumer
want to buy and the
retailer want to sell.

McJunkin
Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

Legal and Illegal Trade Association Activities

Associations Must Not Interpret Too Liberally Recent Supreme Court Decisions

An Interview by James True with

Hon. William J. Donovan

Assistant to the Attorney General of the United States

THERE is grave danger to trade associations and their members in a too-liberal interpretation of the decisions handed down last June by the Supreme Court of the United States, in the Maple Flooring and Cement Association cases.* Uncertainty as to the exact meaning of these decisions was recently expressed by no less an authority than Judge Gary, in a widely published and quoted address before a meeting of the American Iron and Steel Institute, in which he suggested that perhaps it would be legal to resume the joint meetings of the steel trade which were discontinued through court action some years ago.

Judge Gary said that it appeared as though it would be entirely safe for the steel trade to discuss production figures, prices and other statistical data. He suggested that it might be possible to arrange to have a representative of the Department of Commerce or the Department of Justice present at the meetings to assure the legality of the discussions.

As it happens, William J. Donovan, assistant to the Attorney General, answered practically all questions arising from Judge Gary's address not many weeks ago. In a talk before a meeting of the Association of Attorneys General, in Detroit, Colonel Donovan told the attorneys that the problem of how to meet the difficulties arising from the Supreme Court decisions was a pressing obligation upon the law enforcing agencies of the States as

well as of the Federal Government. With regard to association meetings, he said:

"In particular, there must be an avoidance of implied agreements or understandings as to prices and production such as characterized the so-called 'Gary dinners'."

And in discussing the results of those dinners, he quoted the opinion of Judge Buffington in the steel case, as follows:

Now to our minds the testimony taken as a whole makes the conclusion inevitable that the result of these meetings was an understanding about prices that was equivalent to an agreement. We have no doubt that among those present some silently dissented and went away intending to do what they pleased; but many, probably most, of the participants understood and assented to the view that they were under some kind of an obligation to adhere to the prices that had been announced or declared as the general sense of the meeting. Certainly there was no positive and expressed obligation; no formal words of contract were used; but most of those who took part in these meetings went away knowing that prices had been named and feeling bound to maintain them until they saw good reason to do otherwise, and feeling bound to maintain them even until they had signified to their associates their intention to make a change. We cannot doubt that such an arrangement or understanding or moral obligation—whatever name may be the most appropriate—amounts to a combination or common action forbidden by law. The final test, we think, is the object and the effect of the arrangement, and both the object and effect were to maintain prices, at least to a considerable degree.

At the time of Colonel Donovan's address, the petition for rehearing the Maple Flooring and Cement Association cases, filed by the Department of Justice, was still before the Supreme Court. It will be recalled that the Government lost these cases because the evidence presented did not prove

*These cases together with many others have been thoroughly reported and discussed in *PRINTERS' INK*. The dates of the issues in which these articles appeared may be had from the Research Department.

that the object and effect of the association activities were to maintain prices. The Department of Justice wanted and asked for a reconsideration of the cases only because the question of the legality of activities had not been adequately presented with reference to certain outstanding facts; but the Court refused to reopen the cases, which appears to have further complicated the problems of associations. The condition plainly requires an authoritative statement concerning the intentions of the Department of Justice which will guide associations in their work.

In several instances, lately, officials of the Department of Justice have pointed out to trade associations wherein they were liable to transgress the law. While this is a decided departure, it is not an established practice of the Department. It merely indicates a changed attitude due to the new policy brought about by the decisions of the Supreme Court, and a desire on the part of Government officials to aid, rather than hinder, legitimate business. But there is not the slightest doubt that the Department of Justice is prepared to prosecute promptly, and to the limit, all cases of groups which adopt measures or activities employed to violate the intentment of the law, whether or not they are intentional.

IGNORANCE NO EXCUSE

When these matters were mentioned to Colonel Donovan, the other day, he said that the plea of uncertainty could not longer be taken advantage of by trade associations, since the decisions in the Maple Flooring and Cement Association cases, when properly interpreted, have laid down both the principle and a clear definition of the rights, privileges and limitations of all trade associations under the law.

"In my talk before the Association of Attorneys General," he continued, "I briefly sketched the history and development of associations. The Government has been frequently charged with having an unwarranted suspicion of

trade organizations; but a few facts of history appear fully to justify the Government's attitude.

"From earliest times, people have combined for mutual aid. They have allowed themselves to be placed under common rules for the general good. They have organized to prevent violence, to regulate the conditions of labor and trade, and to lessen unrestrained competition.

"Now, while you cannot justify the claim that modern trade associations are the lineal descendants of ancient guilds, it is undoubtedly true that both are a manifestation of the same spirit. At a time when the standard of commercial morality was low, the influence of the guilds was invaluable in training men industrially and as good citizens. But the essence of the guild system was the restriction of competition. The industrial revolution brought with it unfettered competition, which was increased by the factory system.

"As trade developed in this country, producers and distributors became anxious to devise a means to assure fair profits. The idea of the price-fixing function of the old guilds was imported, and this idea manifested itself in the early American pools which were devised by producers and distributors to maintain prices and profits.

"These pools had but a short life because they were economically unsound; but they represent a definite phase in the economic development of this country, and out of them came two well-defined industrial movements. One led to the growth of large corporate combinations, and the other to the development of representative trade associations.

"However, the real inception of the trade associations seems to have been in the Civil War period when it was necessary to marshal the country's industrial assets on a national basis. But it was the decade following the late seventies that saw the real growth of such organizations, and it was then that many of those most prominent today had their beginning.

"A number of the associations of that time had only a selfish

November Scribner's

Make a mental note to get Scribner's at the next newsstand you pass, and ask to have a copy saved for you regularly

Magazine—*Illustrated*—Now on the Stands

Captain Thomason Saw Humor Amidst All the Horror

"Monkey Meat," the story of a man who took the war "too serious," shows John W. Thomason, Jr., in his best vein.

They ate "monkey meat" only when *very* hungry, and Jim was called away from even that solace to appetite.

Thomason recounts Jim's story with humor and with truth, with dash and with vividness.

This doughty Captain of Marines, whose

stories have set readers and critics talking, illustrates "Monkey Meat" with his own remarkable drawings.

One critic refers to his work as an "incomparable feat."

This sizzling adventure is one of the stories, one of the twenty features, in a splendidly illustrated, remarkably entertaining Scribner's Magazine.

People are saying "Scribner's Magazine stories are different."

Advertising agents with financial accounts, who value the importance of position next to reading, will find it in the Financial Section of Scribner's Magazine.

ONE OF THE QUALITY GROUP

and transitory purpose. Their efforts were not directed to safeguarding the trade against unfair practices nor of planning constructive reforms, but rather to the fixing of prices, the limitation of output, and the division of business or territory.

"In 1890, trade associations took on more the character of definite business institutions. Within themselves, by that time, they were working out more honest and effective measures of co-operation for industrial development; but the idea of curtailing the market by concerted action was not entirely eliminated.

"Believing that the important element was the maintaining of prices, certain associations advocated the interchange of business information among competitors which would result in the naming of an equilibrium price. The development of this policy brought several of the enterprises to the attention of the Supreme Court.

"Under the pressure of the emergency of the World War, the Federal Government sought means to deal directly with trade associations as the most effective method of dealing with entire industries. As a result new trade organizations came into being and existing associations were strengthened. This tendency has continued, with the result that today few of our industries are unorganized.

"Since the World War, many of these trade associations, even in their proper functions and useful activities, have been hampered and curtailed by doubt and uncertainty as to the legal limitation of their rights. Their problems were further complicated by the illegal practices of certain associations.

"The main purpose of the Sherman Act was to maintain the competitive system of industry. The enactment of this law arose from the fear of Congress that our competitive system was in danger of destruction, and that fear is easily understood if we bear in mind the constant struggles of society against the dangers of private monopoly. Attempts at monopolistic control of markets have been frequent throughout the history of

the world, and they have been universally condemned by the courts."

While the Government prosecuted several cases of combinations in restraint of trade under the Sherman Act in the meantime, it was not until 1913 that the Supreme Court was called upon to deal with the activities of trade associations. The first case of the kind was that of the Eastern States Retail Lumber Dealers Association, and the association involved was typical of a form of organization then popular and having for its purpose the forcing of commodities to market through particularly established channels.

In this case, the members of the association had entered into an agreement whereby they were required to report the names of wholesale dealers in lumber who sold their products direct to consumers and the names of the offending dealers were placed upon a blacklist which was circulated among the members. In commenting upon the case, Colonel Donovan said that even in the absence of proof of a definite agreement to boycott offending manufacturers and wholesalers, this association was found to be acting in violation of the Sherman Law.

"The Court held," he added, "that the mere banding together of dealers in a particular industry to collect and disseminate information which would be of no value unless used to boycott concerns mentioned in the blacklist, was unlawful. And although the Supreme Court did not choose to do so, it could very well have placed its decision upon an additional ground—that the blacklist—was illegal at common law."

Colonel Donovan then discussed the salient features of the Supreme Court decisions in the American Column & Lumber Company case and the several others that preceded the now celebrated Maple Flooring and Cement Association cases. The decisions in these cases, he explained, have built up an invincible series of prohibitions, and in commenting on the last mentioned cases, he said:

"The Court disposed of these
— (Continued on page 97)

Why Do

Over 440,000 people pay 5 cents to read the Saturday Chicago Evening American in preference to another evening paper selling at 2 cents?



Is it any wonder that National Advertisers, in ever increasing numbers, are using full NEWSPAPER SIZE COLOR PAGES along with black and white advertising in the American Home Journal Magazine, distributed with all issues of the Saturday Chicago Evening American?



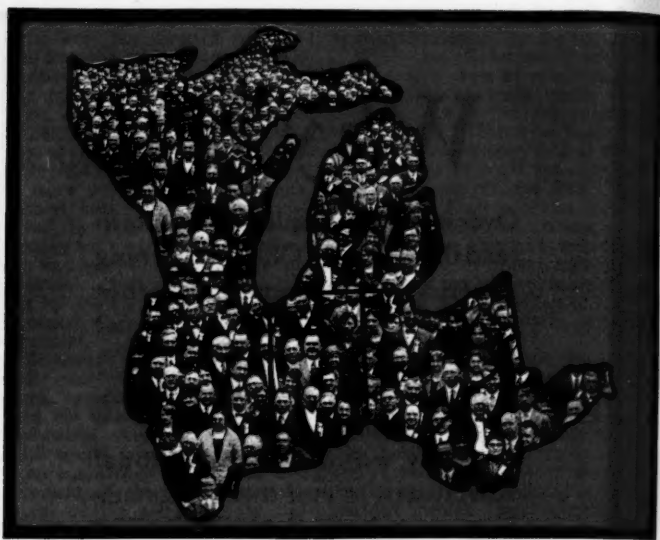
American Home Journal

WEEKLY *Magazine* OF THE
CHICAGO EVENING AMERICAN

Magazine Advertising at Newspaper Rates

W. M. NEWMAN, *Manager*
1007 Hearst Bldg.
CHICAGO

RODNEY BOONE, *Eastern Rep.*
9 E. 40th St.
NEW YORK CITY



Six States Full- All Working For or Against You!

THESE are the dealers who sell either yours or your competitor's merchandise. There are 1,328 of them rated over \$30,000 and 2,046 with a better than \$15,000 rating in these six states. They are the retail furniture and homefurnishings outlets.

YOUR biggest job of salesmanship is to get and to keep them working for you. Last year 83 per cent of the women who purchased furnishings bought on the retailer's

For More Than 25 Years The National

say so. In only 17 per cent of the sales was the maker's name even mentioned.

IT should be worth \$1,200 a year to your organization to get in touch with the men who buy for this group of dealers, as well as their thousands of additional fellows in other parts of the country. That is all that 12 full pages in *Furniture Record* cost.

ISN'T that little enough for calling on 62 per cent of all these stores rated \$30,000 and over? That is what *Furniture Record* does each month. Its total circulation in these states being 1,983 or 96 per cent of the total group mentioned above.

UNTIL you have spent at least thirty minutes in going over The Record Survey now in the hands of our representatives, you can't do your best job at selecting the medium to carry your advertising message in this field. After you have seen the survey we believe you will agree this is so. May we tell you more about it?

FURNITURE RECORD

*A Magazine of Better Merchandising
for Home Furnishing Merchants*

— GRAND RAPIDS, MICHIGAN

A. B. C.—Periodical Publishing Company, Publishers—A. B. P.

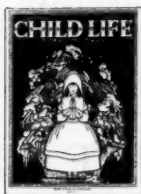
tion **nal Magazine of the Furniture Trade**

Twilight Advertising

In the evening comes the children's hour, when Mother reads from CHILD LIFE'S magic pages. And when, above any other time, Mother is most responsive to the wants and demands of her family—to the needs of her home. This is the hour that is reserved for YOU when you advertise in CHILD LIFE.

Mothers rely upon CHILD LIFE both in supplying the children's needs and in outfitting the entire home. And the homes you reach through CHILD LIFE, are vigorous, growing homes. Their needs are constantly increasing and their incomes expanding. Buying homes! In short—through CHILD LIFE, your message is presented at a most advantageous moment to the freest buying class of people in the world.

Advertising in CHILD LIFE pays. From toys to food, from railroad travel to household articles—goods of every sort and kind are advertised in CHILD LIFE with prompt and profitable results. Write today for information and rates and a sample copy of CHILD LIFE.



CHILD LIFE MAGAZINE

Reaches the Mother through her Child

536 S. Clark Street

Chicago

RAND MCNALLY & COMPANY
Publishers

cases on the view that the sole question presented by the record was whether or not the combination of the defendants in the associations as actually conducted by them had a necessary tendency to cause direct and undue restraint of competition in commerce. In the absence of proof of an agreement or of concerted action, it was held that, neither the character of the information gathered by the defendants nor the use made of it by them, constituted a basis for the inference that they had conspired to curtail production or raise the prices of commodities shipped in interstate commerce.

"The Department of Justice filed petitions for rehearing on both the Maple Flooring and Cement cases, and the significance of these petitions is not generally understood. They are significant because they evidenced a decided change in the attitude of the department toward trade associations and their activities. But in this change of attitude there is no loss of recognition of the fact that manifest evils may result either from an honest misinterpretation of the decisions, or from a deliberate perversion in order to have respectability lent to activities which the Court will never countenance.

"In these decisions, the Court has indicated certain rights to be enjoyed by trade associations in their lawful pursuits. And I feel safe in saying that a careful study of the Sherman Law in the light of all of the Supreme Court decisions involving trade association activities, will show that Secretary of Commerce Herbert Hoover has very accurately outlined those activities which are fully justified and entirely legal."

Colonel Donovan referred to a clipping from a recent report by Secretary Hoover, which reads:

Where the objectives of co-operation are to eliminate waste in production and distribution, to increase education as to better methods of business, to expand research in processes of production, to take collective action in policing business ethics, to maintain standards of quality, to secure adequate representation of problems before the Government and other economic groups

and to improve conditions of labor, to negotiate collectively with highly-organized groups of labor, to prevent unemployment, to supply information equally to members and to the public, upon which better judgment may be formulated in the conduct of business; then these activities are working in the public interest.

It is obvious that the collection and dissemination of statistics are necessary to most, if not all, of these activities. In commenting on this phase, Colonel Donovan said that the Supreme Court had affirmed, in its latest association decisions, the doctrine laid down in previous cases, in which the abuses involved in the interchange of business are condemned.

"The condemnations," he continued, "include secrecy in the use of information; fraud in the compilation of statistical data; concerted action based upon such data; distribution of identified information—that is, identifying the figures of each competitor; and the interchange of quotations and other information leading up to sales.

"While the decision in the Maple Flooring and Cement cases also condemns these enumerated practices, it does permit members to meet and discuss such information and statistics. The privilege thus granted is particularly susceptible to abuse, even though the court limits it by stating that members of an association may do this only provided that they do not reach, or attempt to reach, any agreement or any concerted action with respect to prices or production, or restricting competition. And the Department's petition for a rehearing was expected to interpret more definitely the law regarding these points.

"However, as it stands, the decision does not lessen in the slightest the illegality of agreements, either direct or implied, that lead to price fixing or any other restraint of trade. The gentlemen's agreement has been well-known since the Middle Ages. Four hundred years before Adam Smith, members of guilds were meeting and arranging for the limitation of competition and the restriction of production. This fact from

the past is only one of a number that proves the necessity of avoiding, in present-day practice, the very activities that were the foundation of the first trade associations and that have marked the development of such organizations at almost every stage of their progress.

"As I pointed out in my address before the Association of Attorneys General, those interested in the development of trade associations, as well as officers charged with the duty of enforcing the law, must be alert to see that association members and officials, in the enjoyment of their new freedom, do not look upon that freedom as a license to indulge in the evils at which the law was aimed. In particular, implied agreements and understandings as to prices and production must be avoided.

"Properly read and understood, the decisions emphasize the illegality of the misuse of statistics and other information to effectuate contracts, agreements, understandings, or any concerted action through combinations which has the necessary tendency to destroy competition through price-fixing, restriction of production or similar results.

"Never before has the legal course for trade associations been so clearly and definitely marked out, and deviations from it must meet with the natural consequences following upon conscious violations of the law."

D. R. Erwin with Cadillac Motor Car Company

David R. Erwin has joined the advertising department of the Cadillac Motor Car Company, Detroit, Mich. He has been with the Burroughs Adding Machine Company, of that city, for the last two years. At one time he was automobile editor of the *Seattle, Wash., Times*.

Duz Sales More Than Double

The Duz Company, New York, manufacturer of Duz washing compound, reports gross sales for the ten months ended October 30, of \$1,925,457, compared with \$891,883 in the same period last year. Gross sales for October amounted to \$234,452; for September, \$210,958, and for October, 1924, \$181,066.

Metropolitan Chain Store Sales Gain

Sales of the Metropolitan Chain Stores, Inc., for the month of October, were \$829,222, an increase of \$190,557 or 30.1 per cent over the same month last year. This was a gain of \$193,206, over the sales for September of this year. For the ten months ended October 31, sales were \$6,050,854, against \$5,125,072 for that part of 1924, a gain of \$925,783, or 18 per cent.

Cone, Hunton & Woodman, Inc., Changes Name

Cone, Hunton & Woodman, Inc., publishers' representative, has become Cone, Rothenburg & Noee, Inc. E. S. Cone is president. G. V. Rothenburg, who was recently with Blackett & Sample, Inc., Chicago advertising agency, is vice-president. George Noee has been secretary and in charge of the Chicago office for the last two years.

Test Campaign for New Washing Machine

A test advertising campaign is to be conducted at Pittsburgh for a new type of washing machine, the Blackstone-Arrow, which is made by the Blackstone Manufacturing Company, Jamestown, N. Y. The E. P. Remington Advertising Agency, Buffalo, N. Y., has been appointed to direct this advertising.

James F. Bowers Dead

James F. Bowers, chairman of the board of directors of Lyon & Healy, Chicago, died at that city last week. He previously had been president and recently completed fifty-five years of service with the company. Mr. Bowers served fourteen years as president of the Music Publishers Association.

Oil Account for Cleveland Agency

The Pennzoil Company, Oil City, Pa., has appointed The Sweeney & James Company, Cleveland advertising agency, to direct its advertising account.

Wichita Falls, Tex., "Vernon Record" Becomes Daily

The Wichita Falls, Tex., *Vernon Record*, formerly a semi-weekly, is now being published daily, under the direction of R. H. Nichols.

A. E. Andrews Leaves N. W. Ayer & Son

Arthur E. Andrews, who has been with the Philadelphia and Boston offices of N. W. Ayer & Son for nearly seven years, has resigned.

Q There's many a slip
betwixt a good manu-
script and the finished
advertisement. That's
the reason the crack
copywriters like to have
Bundscho do their stuff



J. M. BUNDSCHO, Inc.
Advertising Typographers

58 E. WASHINGTON - 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

Appropriations and Objectives

Editor of PRINTERS' INK:

Have you a list of articles dealing with the methods pursued by advertisers in determining the amount of their advertising appropriations?

We have under review one of our client's advertising for next year and it seems to us that the appropriation should be based on the objective to be attained, rather than on past expenditure or past turnover.

We would like particularly to have references covering articles that deal with this aspect of the appropriation problem.

AT this time of the year when advertising plans for 1926 are being discussed and considered in many executive offices, the question of how to fix the advertising appropriation is more than ever important. There were recently in our office several Japanese advertising men with whom we conversed through an interpreter and with some difficulty. There was, however, one English word they understood perfectly, and at the sound of which their faces brightened up. That word was "appropriation."

It is a pleasant word in any language for men who prepare and plan advertising. While many manufacturers who have used advertising over a long period think of their annual advertising appropriation as insurance for goodwill, there are many ways of deciding upon the amount and how and where it shall be spent. Percentage of gross sales, either past or anticipated, a planned budget system, percentage of previous year's profits, competitive conditions and many other systems and factors which bear upon the subject have been discussed in the pages of PRINTERS' INK and a list of such articles is available at this office upon request.

Our inquirer, an advertising agent, mentions the objectives a company wishes to attain, rather than a formula based upon past history, as the phase of the subject he is most interested in. It is a fact that failure to go after objectives with adequate sales and advertising effort has lost many a firm the opportunity for leader-

ship in its field. Every competitive business must have definite objectives, eventual as well as immediate, if it is to make progress. One of the greatest mistakes in advertising policy is an infirm purpose in going after the objectives to be attained.

Many people seem to believe that any sort of an advertising budget takes away something of the elasticity necessary to meet unexpected obstacles when going after the objectives. The experience of many manufacturers who use some form of budget plan does not bear out this criticism. The budget system brings up the company's objectives at least once a year and enables the company executives to fix a scale of advertising efforts to meet the needs of the situation. A budget means at least a minimum effort to attain the company's objectives will be maintained.

A proper budget takes care of the known market and leaves something to meet the unexpected. The company which takes a five year look ahead and plans for logical expansion based upon an analysis of the market opportunity, then adopts a carefully planned budget system which closely synchronizes advertising and production, is in a good position to go after its objectives in a logical and orderly way.—[Ed. PRINTERS' INK.]

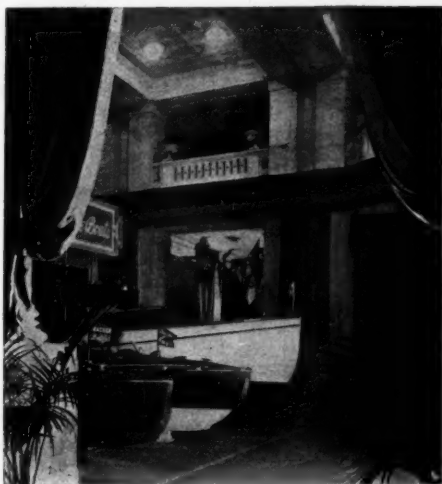
Florida Publishers to Hold Annual Meeting

The Associated Dailies of Florida will hold their annual meeting at Jacksonville early in December. A definite date has not been decided upon but tentative arrangements set the meeting for December 5. Among the important questions that will be brought before the meeting is one recommending the employment, on full time, of a capable man or organization to carry on the work of the association. Clayton C. Codrington, of the DeLand *Daily News* will present his resignation as secretary at this meeting owing to increasing demands for time which the growth of the association is exacting from this position.

Wendell M. Smith Dead

Wendell Mathen Smith, secretary of the Vacuum Oil Company, New York, died last week at Kew Gardens, N. Y., at seventy-two years of age. He had been with the Vacuum company for forty-three years.

*...where romance holds rendezvous
with reality*



GLEAMING mahogany hulls and polished fittings... towering masts and taut, white sails... bright lights and laughter... splendid looking men and women... warmth and music... that's the national power boat show.

On the streets the whirling snow, but here... at Grand Central Palace... visions of glorious sun-filled days to come... lazy days of drifting on land locked lakes or rivers... soul-filling cruises on the seven seas in the dream ship found here.

Romance holds rendezvous with reality when the Power Boat Show fills Grand Central Palace. That's why you find it thronged with thousands upon thousands of visitors each year. Young and old, rich and poor, their interest in boating holds them all.

This year the date is Jan. 22-30. February, of course, is the Show number of Power Boating. It will, as for many years in the past, be distributed to hundreds of visitors at the show. It will, in even greater measure than ever before, carry the entire story of the show to thousands who can't attend in person.

Forms close the 5th of January. Send your space reservation now or let us give you any further information you may wish.

A. B. P.

New York

POWER BOATING

Penton Building
CLEVELAND

One of the Penton Publications

A. B. C.

London

Follow the Leaders!



PRINCE ALBERT

White
Rose



HOLLYWOOD-by-the-Sea

B.T. BABBITT



Here is a group of prominent
National Advertisers who use
THE NEW YORK TELEGRAM -
There are others.

Admiration Cigars • Wrigley
General Cigar Co. • Forhan's
Hecker's • Prince Albert Tobacco
Fatima Cigarettes • Auto Strop Razor
B. T. Babbitt Co. • Lucky Strike
General Cigar Company
Hartley's Marmalade • Salada Tea
White Rose Tea • Camel Cigarettes
Royal Typewriter Co. • Listerine
Walter Baker & Co., Ltd.
Chesterfield Cigarettes
H. J. Heinz Co. • La Palina Cigars
Standard Oil Company
Victor Talking Machine Co.
American Cranberry Exchange

Each month shows substantial
increases in national advertising
~ OCTOBER is no exception.



Auto-Strop

SALADA
TEA

OUTSTANDING FEATURES of THE NEW YORK TELEGRAM

...

ELIZABETH HALLAM BOHN
Telegram Food Bureau

FLORENCE SMITH VINCENT
Editor Women's Page

JANE DIXON *Women's Topics*

BETTY BRAINERD *Feature Writer*

BILL WATHEY *Authority on Sports*

FRANK VREELAND *Dramatic Editor*

NAT FLEISCHER *Sports Editor*

S. JAY KAUFMAN *Round the Town*

JAMES E. DUFFY *Maritime News*

ED HUGHES *Famous Sport Cartoonist*

BEN TALBOT *Financial Editor*



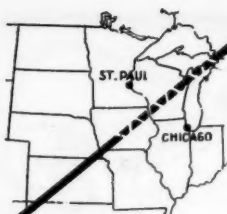
The New York Telegram

Circulation 200,000

Publication Office: Telegram Square, New York City

Eastern Representative—DAN A. CARROLL
110 E. 42nd Street, New York City

Western Representative—J. E. LUTZ
Tower Building, Chicago, Ill.



All points northwest of a line drawn through Sault Sainte Marie and Des Moines are *nearer* to **SAINT PAUL** than to Chicago

SAINT PAUL

... the predominant wholesale market of the Northwest.

... the manufacturing capital of this rich territory.

... the center of a system of railways reaching out over forty thousand miles.

... the hub of the greatest stockraising and dairying districts in the country.

... the agricultural capital of the Northwest.

Business conditions in Saint Paul territory are sound and promising
... better than normal.

**LOOK TO THIS MARKET FOR
RICH RETURNS FROM YOUR
ADVERTISING**

St. Paul Dispatch

St. Paul Pioneer Press

Key Papers to the Northwest

Back to the Soil—a Slogan for Farm Salesmen

The Salesman Who Sells to Farmers Must Think as the Farmer Does

By W. R. Heath

WHEN a selling organization was formed by a manufacturer of special light and power equipment designed for use on farms the company did an altogether wise thing: It found, first of all, a sales manager who had been a county agent for almost ten years and who had been brought up on a large Western farm. The sales manager used similar strategy. He visited a dozen colleges and recruited young chaps who were studying agriculture and who intended to make it a life profession. These young men were persuaded that, after finishing their studies and college work, it would be highly profitable for them to travel rural districts and keep their eyes open.

I have had the privilege of seeing some of these young chaps in action, and they are marvels. To begin with, they enjoy their work. They are mixing with their own kind of people and discussing problems which mean much to them, as individuals.

They tackle the big job of selling with sincere zest. A salesman who was not interested in farming and farmers would have far less success. But there is a more important consideration than this: the farmer has changed during the last few years. He is a little out of patience with representatives of various kinds who come to him as strangers, and almost as aliens from another world. Farmers enjoy talking with men who understand their difficulties and economic problems.

This county agent sales manager never wrote a letter, never issued a set of instructions to his salesmen, without seeing his problems through the eyes of the farmer. His salesmen got into the same habit.

After one of his salesmen had visited a well-known farmer in

Ohio, a man of great business ability whose diversified farm was the pride of the county, I talked with this farmer. He said:

"I don't know when I was so interested in a call from a man who wanted to sell me something. I had not been talking with him five minutes before I appreciated that, while he was young in years, he was old in the more modern ideas connected with up-to-date farming. He could answer every question I put to him. And I gave him some sticklers. He knew soil and he knew what to do with soil. His head was chock-full of vital statistics. Everywhere we went around the farm he took in details with what I could tell was an observant and knowing eye. Did he sell me on his proposition? I should say he did."

One of these young men went down into a section of Florida where the farmers had been having trouble with their crops. It was the Northern section and several severe frosts had played havoc with the regular plantings. At first, old seasoned farmers were inclined to smile tolerantly when a youngster proffered suggestions, but he stuck to it. For one thing, he set up a sort of laboratory in the hotel room where he was stopping for a week, and analyzed soil for different people. Things worked out exactly as he predicted they would. Naturally, a salesman of this type is bound to do well.

It is easy to say: "Yes, but a salesman should confine his attention to his product and his one job. He can't be a little county agent on his own. There isn't enough time for diversified interests." However, the fact of the matter is that the man who is selling to farmers can't go at it with the rush of other lines. He must take his time and he must

humanize his approach. Nothing short of this succeeds today.

A salesman was sent into Kansas, a few months ago, to interest farmers in a new product. The dealers and local agents claimed it was necessary to have a man of this type circulate rather freely among the farmers.

The trip was a failure. And it was a failure because the salesman was not in sympathy with the farmer or farming. It was all a dreadful bore to him. He looked on his prospects as "hicks" and made a poor attempt at concealing the fact. It was his contention that he was there to sell his product and not his personality. If they wanted to buy, well and good. If not, it was strictly up to them.

It is not necessary to be a farmer to sell to a farmer, but it is rapidly becoming evident that those who make the greatest success in this field are men who are more or less familiar with farming and who can't be embarrassed by technical questions.

Several salesmen for a cream-separator house returned from trips in a certain territory and claimed they couldn't do business there. The mail-order houses were firmly entrenched and a very cheap machine had literally, as well as actually, skimmed off all the cream. But the sales manager was not so pessimistic. He knew it was up to the salesman every time.

He went out to the districts which had been listed as "simply dead from the neck up." In three weeks he had brought back record orders. But then, this sales manager had been brought up on a Pennsylvania farm, had pitched hay and attended dairymen conventions and for one month out of every year traveled about, with and among farmers. He never lost contact with the people with whom he was doing business.

He talked with a long, lazy drawl; his sense of humor was keen and he loved the soil. In everything he said, all of this was quickly visible. He could sit down on a farmer's front porch and talk about any of the farmer's problems with shrewd knowledge. They

liked him, they respected him, and they were always eager to have him call. The salesmen had failed because all they talked was their product. They would not budge an inch beyond this, and when they did, they could be easily trapped by the most casual technical question.

A salesman for a radio corporation has been recently surprising his company and his associates on the road by doing almost twice as much business as any other salesman. He is not a farm boy and up to a year ago he knew next to nothing about farming.

This is how he accomplished his record. Last spring he took an automobile vacation trip through upper New York State and over into Pennsylvania. Whenever it was possible, he spent the nights with farmers, paying for that privilege. He consumed farm food and he did most of his talking with farmers.

In addition to this, he sent to Washington for agricultural department data of all kinds. He became saturated with educational information of many kinds, and made a special study of helpful radio programs such as last-minute crop reports, special lectures, etc. As a consequence, when he finally set out, he could talk farm language and could hold his own fairly well during a technical discussion.

It all boils down to this: The farmer is not a type. However, his occupation and his home life tend to give him likes and dislikes which are not met with, usually, in large cities. Salesmen must take these rural idiosyncrasies into account. That calls for a study of farm life and farm problems. Once a salesman delves into this subject he will find a more appreciative audience the size of which will increase almost in exact proportion to the increase in his knowledge of the soil.

Winfield S. Shermerhorn Dead

Winfield Scott Shermerhorn, former publisher of the *Camden Telegram* up until its consolidation with the *Camden Post*, died at Ocean City, N. J., on November 12. He was seventy-six years old.



Why BALTO SIGNS?

BALTO SIGNS are not made as ordinary signs. They are approached with a keen appreciation of their advertising value, backed by a Designing Department that gives serious study to this phase of sign use—a service that is yours for the asking.

Further, BALTO SIGNS represent the best money can buy. Heavy sheet steel fused into porcelain at white heat. Brilliant, flashing, vivid, they retain their colors and attractiveness indefinitely. They are economical because they are permanent; they withstand the effects of rain, snow, sun, heat and cold.

Few advertising campaigns are complete without signs. And your product deserves the best. Call our New York or Baltimore office today for full information on BALTO SIGNS.

THE BALTIMORE ENAMEL AND NOVELTY COMPANY

Permanent Advertising Signs

MT. WINANS
BALTIMORE, MD.

NEW YORK
200 FIFTH AVENUE



At the Point of Contact
Use Porcelain Enamel
Signs



More than a Million copies monthly to real farmers in real farm territory, beginning with January (forms close December 5th) at \$6 a line.

Now — and for over 22 years — the backbone of most successful campaigns to the farm field.

THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER
BETTER HOMES AND GARDENS

F. O. BOHEN, Advertising Director

E. T. MEREDITH, Publisher, Des Moines, Iowa

SUCCESSFUL

Chicago Office:
123 W. Madison St.

New York Office:
270 Madison Ave.

St. Louis Office:
Syndicate Trust Bldg.

Kansas C
and Be

Successful Farming was founded 23 years ago upon the still continued policy of complete service to all members of the farm home and to the farm as a business.

“Constantly improved, but no yearly models” —

(apologies to Dodge Brothers.)

UL FARMING

Kansas City Office:
Land Bank Bldg.

Minneapolis Office:
Palace Bldg.

Western Office:
Sharon Bldg., San Francisco

Nova Scotia

New Brunswick



Quebec Ontario

Prince Edward Is.



**a lot
of money**

DURING 12 months ending Sept. 30, 1925, Canada's exports were \$1,158,290,739. *Read that again*—one billion, one hundred and fifty-eight millions—plus. That is one reason why Canadians buy so much. They have the money.

The Daily Newspapers of Canada

Your agency will give you facts and figures

Pacific Market

	Population	Newspaper
Vancouver175,000	Province
Victoria 60,000	Colonist

Prairie Market

	Population	New paper
Winnipeg280,000	Free Press
Winnipeg280,000	Tribune
Edmonton 70,000	Journal
Lethbridge 15,000	Herald
Calgary 75,000	Herald
Regina 35,000	Leader & Post
Saskatoon 31,000	Phoenix & Star
Moose Jaw 20,000	Times & Herald

Maritime Market

	Population	Newspaper
Hallifax 75,000	Herald & Mail

Ontario Market

	Population	Newspaper
Toronto650,000	Globe
Toronto650,000	Telegram
Hamilton121,000	Spectator
London 70,000	Advertiser
London 70,000	Free Press
Kingston 25,000	Whig
Kitchener 30,000	Record
Peterboro 25,000	Examiner
Brockville 12,000	Recorder-Times

Quebec Market

	Population	Newspaper
Montreal339,000	Gazette
Quebec117,500	Le Soleil (French)
Sherbrooke 25,000	La Tribune (French)

Manitoba

Saskatchewan

Alberta
British Columbia

New Note in Newspaper Campaign for Store Opening

Merchant Uses Separate Advertisements for Men and Women with Differing Class Appeal for Each Group

IT is always interesting to record successful efforts to get away from the commonplace in the use of advertising copy. A situation that occurs more and more frequently in the field of local advertising is the "announcement" of a change of address or the opening of a new store and the tendency which many local advertisers fall into of announcing the event in a conventional way.

J. Van Buren Brown, Inc., has just opened a new shoe store in New York for men and women, and in advance of the opening sought to attract the attention of those who were to be considered logical prospects of the new store. As the store has a Fifth Avenue location in one of the most fashionable shopping sections along the Avenue, namely, the upper Forties, the clientèle was considered to be those men and women whose incomes and tastes marked them off as that much-sought-after group called the élite. Newspapers in the metropolitan section were selected as the medium through which to reach the kind of people wanted.

In making the advance announcements of the opening of the store, it is interesting to note that the advertiser did not address his message to men and women collectively, but prepared one message for the men and another for the women, and that the messages differed quite materially one from the other. Because the company anticipated that 75 per cent of its custom would come from women and 25 per cent from men, the sizes of the two advertisements were laid out in that proportion, namely, the one to women measuring three columns by 14½ inches, and the one for men two columns by 12½ inches.

The one addressed to the women contains no internal evidence that the store sells to men. The cap-

tion reads, "Madame, Your Attention One Moment, Please!" Note how the class appeal is handled, how the disadvantage of the upstairs location is got around, how the brand name of the product does not appear in the body of the advertisement, but is presented in the postscript, and finally how the postscript links the local advertising with the national magazine campaign.

The most exclusive of Fifth Avenue's exclusive shops is about to open. It is now being prepared to meet the approval of those whose tastes incline toward the finer things in attire — the members of the higher spheres of Society, the better dressed of the Stage, and those who appreciate individuality, and desire to evidence their personal good taste through their elegance of dress.

This shop is entirely removed from the ordinary.

Its mission is to supply you with the finest and the most comfortable shoes made.

Believing that its patrons will not care to suffer the publicity of a sidewalk store, it is establishing itself on the Fourth Floor in 590 Fifth Avenue. Jaeger Building, at 48th Street. Access is gained through the elevator. Privacy will relieve the usual embarrassment of commercial transactions.

The atmosphere will be quiet—dignified.

The comforts absolutely unique.

The service unexcelled.

And the boots, shoes and slippers of a variety, style and exclusiveness never before equalled in New York.

A number of Artists are now busy exercising their ingenuity and skill in decorating the institution and the motif will be Egyptian Period-Rameses II.

This theme will be carried throughout the scheme—furniture, rugs, lighting. It will be the most exquisite Shoe Shop in the world.

A further announcement will apprise you of the date of the opening, which will be about November First, but in the meantime please bear in mind the singular features, for this is really an advance notice of your invitation.

Please consider, Madame, that we will do our very best to render you a pleasing service.

This message was set in a border design which carried out the Egyptian motif referred to, as

characterizing the store decorative scheme. The signature cut followed out the same idea. Between the signature cut and the border, in the lower portion of the advertisement, appeared the postscript, as follows:

N. B. The Shoe will be the Arch Preserver Shoe—the shoe you have seen so extensively advertised in Women's Magazines and the one shoe that offers the utmost comfort, and still far enough in advance of style to make it the keynote of Fashionable Footwear.

The text of the foregoing advertisement was set in two different sizes of Cochin type, which on account of its light feminine character and attractive appearance, was considered to be interesting to the woman reader. The two newspapers in which this advertisement appeared did not carry the one addressed to men. That appeared in two other papers and was set in Kennerly type, though border and signature cut were the same as in the women's advertisement. Under the caption, "Men! Here Is a Store Where ALL Is Not Activity," appeared the following copy:

Grabbed at the door, shoved in a chair, slap on the shoes, snatch the money and goodbye.

Oh, no. That's not the way shoes will be sold in this store.

Is there any reason why, just because you are a man, that you should hustle in, and then be hustled out?

You are on your feet all the day and shoes are about the most important things you buy.

And here is where you buy them taking all the time that this important job requires and demands.

About November First this store will be completed and we'll open. When we planned it we set aside a generous part of it for men exclusively—a private department, a chummy and clubby place where men could come and select their shoes away from the rush of the street, where they could talk things over with the shoe-fitting expert and get what they wanted and what they needed—different from the usual man's store. That is this store. Here you will find style, and comfort, and quality—but as great as any of these, here you will find friendliness and straightforward and sincere sympathy.

Up on the Fourth Floor of 590 Fifth Avenue, in the Jaeger Building at 48th Street—all by yourself.

The Shoe will be the Arch-Pres-

erver—none better in any way. That knowledge should be sufficient.

We want to see you when we open.

And the postscript beneath the signature cut:

N. B. The Arch Preserver Shoe is the shoe advertised in *The Saturday Evening Post* and many other magazines of national circulation.

Although these advertisements were intended merely to advise the public of the store's opening, and the store, owing to unforeseen delays, did not open on November 1, but about ten days or two weeks later, many inquiries resulted following the appearance of the advertising, which seems to confirm the company in its opinion that the special appeal successfully registered with the classes to which it was directed.

New Campaign Tells Pedestrians How to "Jay Walk"

About a year ago, Philadelphia, as did other cities, took up the task of educating the walking public to the dangers of "jay walking" and urged that "jay walking" be stopped. A fresh attempt has been started. In formulating the present campaign, however, it was recognized that the American spirit of "getting there" made it difficult to prevent "jay walking," so this campaign was aimed to make "jay walking" safer.

Over 500,000 pamphlets were distributed in one day by members of the city's traffic squad, street car conductors, ushers, and door men in the stores. In part the pamphlet said, "We urge, if you 'jay-walk,' at least avoid taking foolish chances. Pause a moment, study the situation, look both ways, note the speed of approaching vehicles, and then set sail only when you can see the thing safely through. You've got to think fast when you elect to step in front of a vehicle that is covering ground at the rate of 40 feet each second."

Montgomery Ward Advances Harry Simmons

Harry Simmons, who has been a member of the catalogue department of Montgomery Ward & Company, Chicago, has been advanced to the position of general art director.

Appoints Edgar R. Curry

Edgar R. Curry, formerly with *The Confectioners' Review*, Cincinnati, has been appointed Chicago representative of the *Michigan Manufacturer and Financial Record*, Detroit.



Amersealed

The Bay Rum Comes from St. Thomas, Its Cap from New York

Here's a case of two good things getting together! You've heard of the Bay Rum made by H. Michelson of St. Thomas in the West Indies. Perhaps, however, you didn't know that the cap that guards the quality of this famous product and protects it from evaporation is an Amerseal. Nothing can evaporate that is in a container sealed with an Amerseal. Air can get neither in nor out. Furthermore, it makes no difference how many times the cap is removed or replaced—the closure is always perfect, despite the fact that either operation is accomplished by an unbelievably gentle turn of the wrist.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding and slightly inclined threads on the container, making a positively air-tight closure, easy to open and as easy to close. The Amerseal has no raw edges to cut fingers. It will not rust.

The majority of the Amerseals are lithographed or enamel-sprayed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal Your Product
A Better "Seal-and-Reseal"
Is Not Possible

**AMERICAN METAL CAP
COMPANY**

Brooklyn New York

Branches in the following cities:
Cleveland, Detroit, Los Angeles,
San Francisco, Seattle, Chicago,
St. Louis, Portland, Louisville

The Experienced Personnel of t Insures Its Success:

Mechanical equipment is a matter of money, but an organization takes years to build.

The new Tampa Telegraph starts with the very cream of the experienced men and women that built up the old and successful Tampa Tribune.

And they start with the evident good-will of Tampa's business and social community.

Amplly financed.

A large and more than complete plant and equipment is in operation.

Thus is time taken by the forelock.

And the new Tampa Telegraph in circulation, advertising, news and good looks, is an old, sophisticated periodical in fact.

The Tampa Telegraph

Published Every Morning

Line Rates 6c Daily, 7c Sunday

TAMPA, FLORIDA

nel of the New Tampa Telegraph

The experienced personnel of the Tampa Telegraph, formerly with the Tribune, is: W. O. Stovall, president, and editor; S. Lloyd Frisbie, vice-president and general manager; D. B. Barkley, secretary; W. J. Weber, treasurer; Charles E. Jones, associate editor; A. K. Taylor, cartoonist; T. G. Hallinan, managing editor; J. Clifford Stark, city editor; M. E. Griner, circulation manager; R. B. Rainey, classified manager; E. R. Large, S. A. Southerland, Loy B. Duncan, A. H. DeMarlo, Guy P. Gulley, Willie Santana, E. M. Scott, F. J. Mallerich, F. J. Mallerich, Jr., Roy E. Deal, E. S. Bragg, C. L. Poehlein, F. L. Bragg, Charles W. Wilson, J. W. Gamble, Gerard Carnus, F. Jacobs, R. L. Harris, Clyde Beaty, A. P. Tindall, C. Barlow, G. E. Johnson, Sam Black, Robert Tudor, L. J. Avant, C. E. Holmes, W. Caiboard, Julius Krause, Mrs. Emma Langsdale, J. E. King, P. L. Clark, R. M. Denhard, Wilson Harris, Fred Huebsch, Miss Eleonora Hartmann, Miss Josephine Arduengo, Miss Willie Collier, Miss Juanita Shaker, Miss Hazel H. Fisher, Miss Ruth Gulley, and Miss Velma Gulley.

The very well known prosperity of Florida and of Tampa in particular combine with all the Telegraph's evidence of solidity to recommend the Tampa Telegraph for the immediately profitable use of national advertisers.

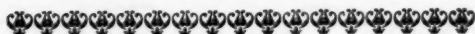
Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

Offices:

New York Chicago Detroit Kansas City Atlanta San Francisco



Could You Land An Order by Telegraph?

Suppose you had to depend upon the telegraph to present your goods to a large buyer.

In a hundred words you would have to make your message teem with interest, conviction and persuasion.

Advertising in newspapers, magazines and on billboards is just another way of conveying messages. Delivery of the message in their case depends upon the way it commands attention.

Study the advertisements in today's newspaper. How many coax you into reading farther?

Do people read your business messages?

Making them do that is the first object of advertising. Next it must do all that the personal salesman must do. But the number who can sell through advertising is far less than those who are personal salesmen.

Our advertising training is founded upon experience in selling behind the counter and on the road. The ability of many men is grouped here. We may have learned by experience what you seek. An interview involves no obligation.

"What is Advertising" is a series of which the above is one has been published under this title. The entire series will be sent upon request.

C. C. WINNINGHAM
Advertising and Merchandising

GENERAL MOTORS BUILDING
DETROIT

Another Shot at Wasteful Business Practices

National Business Conference Expected to Furnish Arms and Ammunition for an Anti-Waste Campaign

*Washington Bureau
of PRINTERS' INK*

AT least two of the surveys to be submitted to the general meeting of the National Distribution Conference, to be held at Washington on December 15 and 16, are expected to present information of value and interest to the advertising industry. These are the reports of the committees on "Market Analysis, Advertising and Advertising Mediums," headed by Stanley Resor, president, the J. Walter Thompson Company, and on "Trade Relations," under the chairmanship of A. Lincoln Filene, of Wm. Filene Sons Company. Both of these reports, with four others, will be submitted to the conference for its recommendation, and they are said to contain facts, figures and method outlines for the improvement of business that are far in advance of anything of the kind ever formulated before.

The conference was called last week by the Chamber of Commerce of the United States. While it was announced as a concerted attack by business men upon waste in business, an examination of the tentative program shows that its principal purpose is to furnish arms and ammunition for an intensive campaign against wasteful business practices, methods and processes.

A few days ago, in discussing the surveys of the committees just mentioned, Alvin E. Dodd, manager of the domestic distribution department of the Chamber, explained that the work of Mr. Filene's committee was to result in a standing joint committee on trade relations, and mentioned, among other interesting things, that the committee would have all the power necessary for the enforcement of trade and ethical standards. Regarding the research and survey of the committee on market analysis, advertising and

advertising mediums, he said that another meeting prior to the conference would undoubtedly bring out several features of importance, and that he could give little information regarding the committee's effort until the conference had decided on its recommendations.

From an unquestionable source of information, however, it was learned that Mr. Resor's committee has largely determined the economic value and uses of advertising and has attempted to formulate rules for its successful application. This committee accepted the fact that uncertainty has existed in the public mind, as well as in the minds of many potential advertisers, as to the true economic function of advertising. Putting aside all exaggerated claims, and working entirely from a basis of fact, the committee has demonstrated, as PRINTERS' INK has done so often in the past, that properly conceived, constructed and conducted advertising campaigns have not only increased the sales of commodities, but have reduced the cost of production and the expense of distribution per dollar of sales on the articles advertised.

In regard to the work of Mr. Filene's committee, Mr. Dodd explained that an important conclusion of the preliminary studies would be a recommendation for a permanent joint trade relations committee with a paid director and staff, and composed, not only of equal representation of manufacturers, wholesalers and retailers, but also of adequate representation of the consuming public.

"A large proportion of the so-called trade abuses," Mr. Dodd continued, "are due to misunderstandings without any desire on the part of anyone to take advantage. But there are a few persistent and premeditated violators of trade ethics and standard, rec-

ognized practices. They accomplish inestimable damage to industry, with resultant waste and loss. A means will be found whereby they can be eliminated.

"For this purpose, the most important immediate function of the joint trade relations committee probably will be to establish a clearing-house to receive and compare and act upon all complaints received. By this means, it should be possible to separate the goats from the sheep without any possibility of mistake.

"Beyond this immediate function, the joint committee would be able to study the larger question of means for settling disputes peacefully through conciliation and arbitration. Then, also, the committee should, and undoubtedly will go far in preventing waste and confusion due to unregulated buying which leads to periodic peaks in manufacture, irregular employment, and other consequential sources of waste due to a lack of co-ordination between producers and distributors of merchandise.

"Many unrelated attempts have been made to accomplish the purposes contemplated for the joint trade relations committee; and in a few instances these attempts have been slightly successful. But most of them, in comprehending all of the parties interested, have conducted themselves somewhat like a team of unbroken mustangs which will not allow themselves to be harnessed.

"The committee on trade relations has brought together and considered impartially all available studies that have been conducted on this vital subject. In my opinion, the committee has evolved an entirely new conception of the future significance of the term 'trade relations,' which I am sure will result in a different attitude on the part of groups interested in the various stages of distribution in their relations with each other."

Other committees which will place their surveys before the conference are those on "Collection of Business Figures," Owen D. Young, chairman; "Expense of Doing Business," Robert H. Ellis,

chairman; "Methods of Distribution," L. D. H. Weld, chairman; and "General Conditions Affecting Distribution," G. S. Brown, chairman.

Mr. Dodd also said that so much interest had been expressed in the conference by the members of the Board of Directors of the U. S. Chamber that arrangements have been made to have the regular December meeting of the board held during the conference.

Reports on Near East to New York Export Managers

The annual meeting of the Export Managers Club of New York, Inc., was held on November 10. Market conditions and possibilities in the Near East were analyzed in an address made by E. B. Filsinger, export manager of Lawrence & Company, who recently returned from this territory. He stated that the European countries are alive to the opportunities for sales in the countries of the Near East while a lack of interest on the part of American manufacturers was evident.

He emphasized the possibilities which the markets in Egypt, Palestine, Syria, Turkey, Greece and the Balkan States hold for American manufacturers of textiles, toilet preparations, food products and specialties, automobiles and accessories and chemicals.

Arthur E. Bowers Dead

Arthur E. Bowers, for many years engaged in the advertising business before he entered into political life, died at South Manchester, Conn., on November 10. He was a Yale graduate, of the class of 1883. Ten years later he became associated with Frank A. Munsey, an association which continued for twenty years. During this time he represented Mr. Munsey's advertising interests in New England, with headquarters at Boston.

Mr. Bowers retired from the advertising business to become actively engaged in political work and in 1913 and 1917 he was elected to the Connecticut Legislature. In 1919 and 1921 he was elected to serve as State senator.

Philip Jarnigan with Des Moines Agency

Philip Jarnigan, recently with the Storm Lake, Iowa, *Pilot-Tribune*, has joined the copy staff of Fairall & Company, Inc., Des Moines, Iowa, advertising agency.

H. N. James and W. P. Jeffrey have joined the advertising staff of the *Radio Guide*, Newark, N. J. Mr. James was formerly with the radio advertising department of the New York *Herald Tribune*. Mr. Jeffrey has been with the *Radio News*, New York.

You reach executives thru **THE IRON AGE**



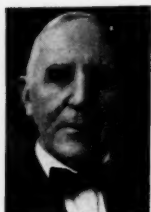
Significant Figures
to those whose
product is sold
in the Metal Trades
Field.



Charter Member
A.B.C. A.B.P.

T. D. Harman Rose from Subscription Agent to Publisher

THOMAS David Harman, whose death was recorded in last week's issue, had a varied and most interesting career. As a young man he became engaged in



THOMAS DAVID
HARMAN

many different occupations before he became associated with *The National Stockman and Farmer*, Pittsburgh, about forty-five years ago.

As a boy, Mr. Harman learned the trade of blacksmith. Farm work, however was his preference, and he followed this calling, in the meantime studying to become a teacher. In this, as with his other enterprises, Mr. Harman was successful and, eventually, he merited an appointment as principal of a school at Kingston, Ohio. Other opportunities came along. For a while he served as a buyer of grain, eventually going into business for himself, buying and shipping livestock to the Pittsburgh market.

One night Mr. Harman remembered, after loading his livestock, that he had promised to take George W. Lutz, a friend, along with his next shipment. At Pittsburgh Mr. Lutz met John R. Rush and the late J. W. Axtell, who, a few years previous had started a livestock journal, which later became *The National Stockman and Farmer*. They wanted help in securing subscriptions and Mr. Harman undertook this work along with his stock-buying operations. So good was he as a subscription agent that in 1881 he was tendered and accepted the position of circulation manager. From that time forward, with the exception of two brief periods, he was identified with *The National Stockman*

and *Farmer*. He was successively editor, advertising manager, and finally, president, a position which he held at the time of his death.

It was Mr. Harman's idea that the interest of a publication was best served when the editor was kept entirely ignorant of advertising. He believed that a publication must be made for the reader and unless it were made for the reader it would be no good to the advertiser or anybody else.

Mr. Harman was the first president of the Pittsburgh Board of Trade and was an active worker in community affairs. He is survived by two sons, John W. Harman and Thomas D. Harman, Jr., who is vice-president of the Stockman-Farmer Publishing Company.

Employing Printers to Hear Discussion on Sales

"Putting the Sales Campaign Over" is the topic to be discussed by John G. Jones, director of sales and advertising of the Alexander Hamilton Institute, at the next monthly meeting of the New York Employing Printers Association, Inc., which is to be held at the Hotel Astor on November 23.

The association also will have as its guests seven former presidents of the United Typothetae of America, together with officers of the present administration. The meeting also will mark an official welcome on the part of the association in honor of Ernest F. Eilert, its former president and present chairman of the board of directors, who was recently elected president of the United Typothetae of America.

Radiator Account for Milwaukee Agency

The Modine Manufacturing Company, Racine, Wis., manufacturer of cellular and tubular radiators for the automotive field and builder of radiator equipment of all kinds for the industrial field, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency.

Evans-Winter-Hebb, Inc., Adds to Staff

Edmund Thorpe, secretary and director of The Postergraph Company, Cleveland, has resigned to join Evans-Winter-Hebb, Inc., direct advertising, Detroit. He formerly was with the Otis Lithograph Company, and The Harris Printing & Engraving Company, both of Cleveland.



Every Saturday

the nation's capital is sold to more than a quarter million homes. It is sold to them through the editorial columns. Daily newspapers sell their respective cities and the rest of the world. The Fellowship Forum sells each home the news of the capital and the rest of the world in the light of fraternal understanding. As the result of four years of consistent publishing, The Fellowship Forum has proven to them that Washington, D. C., is the logical clearing house for such news. The reason they pay \$2.00 for 52 issues is because every issue gives them news items and editorials that are different and fearless.

A sample copy is yours for the asking.

The Fellowship Forum

A National Weekly Newspaper Devoted to the Fraternal Interpretation of the World's Current Events

JAMES S. VANCE, General Manager

219 G Street, N. W.

Washington, D. C.

National Advertising Representatives

Western Manager
HARRY R. FISHER CO.
1618 Mallery Building
Chicago, Ill.

Southern Manager
GEO. M. KOHN
704 Walton Building
Atlanta, Ga.

Eastern Manager
SAM J. PERRY
1480 Broadway
New York, N. Y.



Come First To New York Which Comes First In Typography

TO praise New York is tantamount to declaring that the sun gives a fine light or that the ocean is a vast span of water. Just as New York City is "The Printing Centre Of The World", so it has no competition in fine composition, which is the brains of the body of type. Yes, it has competition in composition, but, mark you, it has none in fine composition for the *cognoscenti*, who can "distinguish and divide a hair 'twixt south and southwest side".

¶ Do you recall that last show you saw "on the road"? Tolerably good, but it wasn't comparable to the same show in New York. Why? New York convokes a sophisticated, emancipated, super-squeamish audience, whose very attitude of "I-be-pleased-or-you-be-hanged"; thumbs up or thumbs down, puts the actors on the *qui vive*. Hotspur ardor can't let down or the show closes up. New York squeezes talent to a pulp and drains it dry.

Members New York Employing Printers Association and

¶ It's the same way with typography. That procurable in New York is the finest you can buy, because the clients who buy it are cynical, finical, indeed, almost clinical in dissecting proofs. Their standard is as high as the sky. They demand the best and skip the rest. What passes for good elsewhere would be passed back in New York for re-setting.

¶ This spirit of putting metal upon its mettle to transcend, because it must lead the way or fade away, makes it imperative for you to come first to New York, which comes first alike in the fine type of its typographers and the fine types they work with.



¶ To prove it with proofs—this advertisement is the first one in the United States to be set in (Goudy) "Kennerley Bold", and we are the first typographers to set it before you.

¶ Again to prove it with proofs—Mr. Gilbert P. Farrar, author of "How Advertisements Are Built", (his latest book just from the press of Messrs. D. Appleton & Co.) as well as university lecturer and pre-eminent practitioner of the technique of type, is a special counselor on composition, at a nominal fee, to our clients in and out of town.



FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK

New York Group of Advertising Typographers of America



IT'S HERE—NOW!



The

MOTORIST CLASS GROUP

is the most unique grouping of publications ever before offered to the National Advertiser.

Many have attempted to group publications before we offered our plan, but none have "come within gun-shot" of what we offer you—now.

As to circulation—that is certified and guaranteed.

*Permit us to send you the
entire story—it's yours for
the asking. No obligation.*



CLASS GROUP PUBLICATIONS

(Incorporated)

Executive Offices
208 So. LaSalle St.
CHICAGO, ILL.



Eastern Office
25 W. 45th St.
NEW YORK



How Window Displays Stand Today

Six Points That Must Be Considered in Planning Window Displays

By C. B. Larrabee

II

IN Part I of this article, which appeared in the November 5 issue of *PRINTERS' INK*, I discussed three phases of window display as it is today, basing the discussion on interviews and letters from leading advertisers, retailers and others interested in the subject.

During this investigation six angles of the problem struck me most forcibly, three of which were covered in the previous section of this article. Those three were:

1. Display problems are quite definitely divided into two fields; the field where the unit of sale is large and where the exclusive dealer policy is widespread, and the field where the unit of sales is small and each dealer carries several competing products.

2. Few advertisers today are asking dealers to share the cost of display material. In some leading industries such a charge is absolutely out of the question.

3. There is a definite trend on the part of retailers, particularly chain stores, to charge for window space, either in free goods or out-and-out cash rental. The present section of the article takes up the discussion from that point.

* * *

4. *There is a great deal of inexcusable waste of display material due directly to the shortsightedness of advertisers.*

A Brooklyn druggist once showed me four packets of display material sent to him by a manufacturer whose products he didn't even carry. This company's salesmen had been trying to get the dealer to stock the product, had been unsuccessful and were using the display material as a bait to get him to stock. He also told me of another instance where he had received material from a company for some time after he

had discontinued carrying its product.

"In all the time that I carried the product I never displayed it, yet I was presented two or three times a year with display material which I had never asked for and which frequently was sent despite my statements to the company's salesmen that I would not use it."

There has for years been a great to-do about the "frightful" wastes of display material. Well-meaning reformers, on the basis of limited investigations, have estimated the amount of this waste and found it staggering. The food-product manufacturer whose experience was mentioned at the beginning of this article could very well point to an 88 per cent waste, and it wouldn't be a difficult task to find others who have had the same experience.

The trouble with all such pessimism is that it is directed toward displays and not toward the manufacturers who get out displays. The advertiser who was only getting 12 per cent showing for his service was offering dealers something they didn't want and then was making no effort to make them want it.

Many pages might be devoted to the subject of guarding against waste. An able and thorough discussion of this problem, however, will be found in an article, "How 400 Advertisers Are Preventing Waste in Dealer 'Helps,'" by John Allen Murphy, which appeared in two instalments in *PRINTERS' INK* for January 11 and 18, 1923. In this article Mr. Murphy describes the experiences of 400 national advertisers and lays down four methods of avoiding display waste. His recommendations are as good today as they were three years ago when the article was written.

Advertisers can avoid a large

part of the waste in display material if they will follow the recommendations set forth in that article and also will observe a few simple "don'ts":

Don't send display material to a dealer who has not asked for it. This doesn't mean that the advertiser must wait until dealers clamor at his door for more material. It does mean, however, that he should not send displays broadcast when no effort has been made by mail or by the salesmen to get dealers to ask for displays. The dealer who gets an elaborate display which he has not asked for is more apt to be impressed by the advertiser's folly than by his keen business sense.

If material must be sent unsolicited, don't fail to precede it by a strong letter and follow it with one equally strong. Even then there will be a much higher waste than there should be.

Don't send out unseasonable material. This point would not seem to need elaboration. Suffice it to say that some advertisers still send out displays that try to push certain products out of season. It is commendable to try to iron out sales peaks and valleys. But these can't be ironed out by the simple process of shooting around a lot of display material.

Don't insist that a dealer use material he doesn't want. The fault may not be with the dealer. It may be with the salesman, the product, the display or the company's policies.

Don't fail to check your display policies from time to time by means of talks with dealers, consumers and your own sales force. Displays can't be planned by sitting in an office and expounding theory.

Don't make displays so complicated that the dealer will have difficulty putting them together.

Don't build all your displays on one pattern or of one size.

Don't adopt a display policy of exclusive showings. You can get exclusive windows occasionally, but a policy that calls for exclusive showings or nothing is doomed to eventual failure.

A favorite method of cutting

waste is to make requisition blanks which are furnished to dealers. The H. C. White Company, North Bennington, Vt., for instance, has a regular form for the requisition of dealer helps. On this form all the helps offered by the company are listed. The dealer merely fills in the quantities he desires. Many other advertisers use similar blanks.

Where salesmen put in some effort to get dealers to use displays, these blanks are as much a part of the salesman's equipment as the order blank. Thus, the work of both the dealer and salesman is simplified.

SOMETHING TO GUARD AGAINST

In handling these requisitions, it is always well to bear in mind a certain tendency on the part of dealers which is explained in the following comment by Frank I. Clark, of the Iver Johnson company, who was quoted in the previous article:

"We asked our salesmen repeatedly, in sending in requests for advertising matter, to see that an adequate requisition be made out without appearing niggardly. The average dealer, when the salesman asks him about advertising matter, will, offhand, state a figure without giving any thought as to whether he will be able to get rid of the amount specified. It would seem often that the dealer states high figures for the reason that he feels that if he mentions a small quantity the salesmen will think he is a piker. In many cases salesmen invite these large orders by not explaining to dealers that they cost a lot of money and that while we want dealers to have all they can use we want to prevent wastage, not only to prevent unnecessary expense, but also in order to make the supply at hand helpful to the largest possible number of dealers."

Another caution, then, might be: look out for the requisition from the too-optimistic dealer. This is a matter which ordinarily should be left in the salesman's hands.

Yes, there is waste in display material. It is unnecessary waste, however, and can be prevented

The Albany Newspaper Situation for 9 months of 1925

According to De Lister Bros., Inc., Audit of Albany Newspapers

Classification	SIX-DAY FIGURES USED ON ALL PAPERS	News and Journal	Knickerbocker Press
Amusements	Times-Union 303,802 1st	161,491 2nd	147,353 3rd
Automobiles	406,899 1st	171,110 3rd	196,113 2nd
Auto Accessories	125,666 1st	101,323 3rd	546,065 2nd
Department Stores	695,650 2nd	426,918 3rd	285,774 3rd
Men's Wear	273,948 1st	237,772 2nd	409,135 1st
Women's Wear	193,652 1st	445,174 3rd	308,153 3rd
Financial	471,607 2nd	192,945 2nd	271,480 2nd
Furniture	75,622 1st	255,472 3rd	225,067 1st
Hotels and Electrical	80,023 1st	67,679 3rd	95,913 2nd
Radio	33,981 1st	64,030 3rd	69,273 2nd
Jewelry Stores	156,707 1st	11,255 2nd	9,184 3rd
Drug Stores	400,037 2nd	73,295 3rd	43,466 2nd
Music Articles	43,976 1st	31,472 3rd	145,852 1st
Transportation	136,050 2nd	62,727 3rd	49,921 2nd
Shoes	46,691 1st	47,073 3rd	94,073 1st
Tobacco	968,518 1st	619,362 3rd	713,170 2nd
All Other Classifications	5,781,549	3,430,676	3,859,684
Total Display			

The Times-Union leads in 14 of the 19 classifications, is second in all others. Follow the example of most Albany advertisers and concentrate the bulk of your advertising investment in the Times-Union.

The Times-Union

Albany (Capital City of) New York

if advertisers will use more common sense and less optimism.

5. One of the big problems facing display advertisers is the problem of distribution.

Service men, such as those used by the California Fruit Growers Exchange and Armour, are doubtless the most efficient agents for the distribution of display material. This holds true, of course, only for the large company which can afford to maintain such a service on a basis that will make the service pay for itself many times over in increased sales effectiveness.

The next best method of distribution is through the company's salesmen, who either place the displays personally or see that they get into the hands of the dealer to be put up by his own display man. The Franklin Sugar Refining Company has done some unusual work along these lines, as was outlined in an article, "How We Teach Window Decorating to Our Salesmen," by Robert J. Shaw advertising manager of the company, in *PRINTERS' INK MONTHLY* for November, 1923.

Some advertisers bring up the objection that the salesman should spend his time selling and not fooling around with advertising. This is based on an old conception of the duty of the salesman. Most advertisers today feel that the salesman's job is as much helping the dealer sell as it is to sell to the dealer. If it isn't a part of a salesman's duty to merchandise a company's advertising, what is?

Of course, the time factor enters at this point, but it is not so important as many sales executives would like to think it is. The National Biscuit Company has its salesmen make a great many calls a day, yet these same salesmen find it feasible to put in a certain amount of time improving dealer display and getting better display for the company's products. This has been covered more thoroughly in an article, "How the National Biscuit Company Holds Its Market" in *PRINTERS' INK MONTHLY* for September, 1921.

The company that distributes through jobbers, of course, cannot

depend on its salesmen for display work. How to get the jobber behind window display is one of the most vexing advertising problems faced by manufacturers. The jobber's attitude is excusable. No matter how much he may believe in the value of display, he is up against a pretty difficult problem. His salesmen carry many lines. His margin of profit is small. The salesmen, therefore, must spend most of their time in actual selling. Also, the salesmen probably carry two or three competing products. Which one will they push? It's an old, old problem and about as near solution today as it was twenty years ago.

Therefore the advertiser selling through jobbers must fall back either on special service men—which may be too expensive—or else do his selling by mail. If he does offer displays, he must sell them and sell them hard. If he has no salesmen calling directly on dealers, that selling must be done by mail. Then he must make a definite rule not to send material that isn't requested by the dealer.

A number of advertisers have used display contests to solve this problem, making one of the requirements of the contest the use of display pieces offered by the advertisers. The display contest has been discussed thoroughly in several recent articles in *PRINTERS' INK* and *PRINTERS' INK MONTHLY*.

6. Research, education and a better understanding on the part of advertisers concerning the value and demands of the display medium are the hope of the future.

When I sent out the questionnaire referred to in the article, "What 100 Advertisers Think of Window Displays,"* I was astounded to find several advertisers, consistent users of display material, who said that they had never had any tangible proofs of the value of window display. In other words, they were admitting they were using a form of advertising about which they knew very little. This is just one example of inexcusable ignorance, like others

**PRINTERS' INK MONTHLY*, Nov., 1923.

(Continued on page 133)

A WORD OF APPRECIATION FROM A NEW SUBSCRIBER

October 20, 1925.

PEOPLE'S HOME JOURNAL,
New York City.

Dear Sirs:

I wish to write a word of appreciation for your magazine. I find to my happy surprise that you deal with things pertaining to the home that are vital to its happiness. I find the articles so practical and correct, that I cannot say too much in their praise.

You deal with your subjects not in an imaginary way, and one can see at once from their own knowledge of fundamentals that you write from positive knowledge of your subjects.

This makes it worth while to give the time to reading and studying so many helpful things.

Respectfully yours,

Mrs. Laura Creech

Kentucky.

The service departments of the People's Home Journal are conducted by
Miss Katharine Clayberger, Service Editor, in conjunction with
the Director and Supervisors of the School of Household
Science and Arts of Pratt Institute, Brooklyn, N. Y.

NOTICE THE DIVERSITY OF PROBLEMS.

Here is a list of our clients and each firm a leader in its line.

Leadership springs from other causes than advertising but leadership once attained, places a responsibility on advertising that cannot be measured.

Often a prospective client will call on us to inspect our facilities, to get an impression of the personnel and to discuss his problem. Usually his first question is: What experience have you had in my line?

Inasmuch as we have been in this business more than twenty years it is altogether likely that we have had a good deal of experience in his line, but we always wish we could honestly say none.

For no two problems, even in the same line, are similar and experience with one rarely proves helpful to the other.

For instance: Seventeen years with The Sherwin-Williams Company gave us some, but not much advantage, when we encountered the very different problems of the Murphy Varnish Company, with which we are just starting a relationship.

No—our claims to your consideration are

based almost entirely on such skill as we may have in our own line, which is advertising, rather than in an intimate knowledge of yours.

Black, Starr & Frost

JEWELERS

Cheney Brothers

SILKS

Cluett, Peabody & Co.

ARROW COLLARS and SHIRTS

Crane & Company

BUSINESS PAPERS

Eaton, Crane & Pike Co.

SOCIAL STATIONERY

Estey Organ Company

PIPE ORGANS

Hartford Fire Insurance Co.

INSURANCE

H. J. Heinz Company

THE 57 VARIETIES

Murphy Varnish Company

VARNISHES and LACQUERS

The New Jersey Zinc Co.

ZINC PRODUCTS

Norris, Inc.

CANDIES

Southern Cotton Oil Trading Co.

WESSON OIL and SNOWDRIFT

CALKINS & HOLDEN, INC.

247 PARK AVENUE . NEW YORK

The Great American Family of K-C



Arthur Brisbane Sees an Opportunity

Arthur Brisbane, that shrewd public psychologist, clearly divined the opportunity which **COLUMBIA** offers the advertiser when he said:

"There is a field in Catholic publications for every really high-grade advertiser, for everything, especially, that appeals to the American family, as a family—from the most high priced automobile to the ingenious present for the soldier or sailor. This truthful statement we seek here to impress upon the able advertising agents of the country, constantly on the alert for new avenues of distribution. Through the Catholic publications, as in no other medium, you can reach directly and surely millions of well-to-do Catholic families. And your advertisement will appear in publications that are not read and tossed aside, but kept and cherished from month to month."

COLUMBIA

*The Largest Catholic Magazine in the World
A National Monthly, Published, Printed and
Circulated by the Knights of Columbus*

Net Paid
Circulation

757,443

Member of
A. B. C.

D. J. GILLESPIE, Adv. Director
25 West 43rd Street
New York City

J. F. JENKINS, Western Manager
134 South LaSalle Street
Chicago, Ill.

which crop up from time to time in any investigation of display.

The display advertiser must realize that he is functioning with a medium that requires research and investigation, not half-cooked research but real digging into the minds of dealers and consumers. Just as the day has passed when the old favorite "It pays to advertise" went unchallenged, so has the day passed when the advertiser can say, "It pays to use window display."

Of course it pays—if you use the right kind of display, just as it pays to advertise if you use the right kind of advertising.

Let me outline just one or two important things that must be done, some questions that must be investigated even more thoroughly before advertisers will be getting the most out of display. These questions are only a few of many I could mention. I point them out here merely to suggest trends of research.

What type of display does the dealer prefer?

Does the dealer, for instance, prefer large displays, made as a unit? Does he prefer large displays that can be broken down into smaller units? How many dealers will use whole windows to display the product? How many prefer to use display pieces in conjunction with the pieces of other manufacturers in order to get combination effects? Are co-operative displays, such as have been used by Motometer and Davol Rubber, effective?

How effective is the motion display?

Motion undoubtedly gets attention, but will too much motion attract attention to itself rather than to the product? What is the best type of motion display for each type of product?

What effects do good displays have on sales?

The advertiser who will build up a body of information on this subject will have his most effective lever to get dealers to use more of his displays. The National Lamp Works of the General Electric Company paved the way for such research with its investigation of

the effect of window lighting on retail sales, the investigation being made in Newburgh, N. Y.

What are the best methods of lighting the display?

The National Lamp Works has made extensive study along these lines, and has applied its conclusions to windows in Cleveland. Few advertisers realize the possibilities that these studies open up.

How extensive is the practice of charging for window space?

Find this out and you will be in a position to fight effectively an insidious enemy.

What is the dealer's attitude toward exclusive display?

A whole display campaign might be changed by a true answer to this question. If enough dealers will give exclusive display to make printing such a display worth while, the advertiser will have gained something. On the other hand if too many dealers are opposed to exclusive display he will save money by changing his displays so that they can be used either for whole or partial showings.

Do dealers preserve displays after they have been used?

A well-known chain of drug stores puts its display work under the supervision of one man. This man has originated a bin-filing system where he files all good display material, catalogues and has it available for future use. Is this practical for other types of business? Can the idea be pushed to other retailers?

What is the average life of a display?

What methods can be used to get longer life for displays?

In addition, there are questions of design, color, mechanics, etc.

I recently heard of the case of an advertising manager of a large manufacturer of toilet preparations who had just returned from a journey that had taken him into forty-six States where he had visited hundreds of retailers and talked with hundreds of consumers on the subject of window display. This is the kind of thorough research which will pay dividends.

I am convinced after my investigation that there are a great

many more important questions before the display advertisers than the one, "Can we get dealers to share our investment in displays?" In most fields the answer to that question is "No. Not until you have done more than you are doing today to put displays on a sound basis."

A most progressive note was struck by M. Hutchinson, of the Pillsbury Flour Mills Company, who says, "In presenting our advertising campaign this year to our salesmen we prepared a portfolio and conducted meetings for the purpose of presenting it with suggestions for its use and special emphasis was put upon the point that our advertising was the dealer's advertising in every sense, inasmuch as we paid for it, but could get no returns until and only if he first secured results and profit for himself from this advertising."

I remember several years ago seeing a salesman's portfolio issued by the Welch Grape Juice Company. The keynote of the portfolio, which was also a sales manual, was that the company displays were the dealer's displays.

In such an investigation as I have just made one thing stands out pre-eminent. A number of advertisers have solved their display problems satisfactorily. Today they are getting results from this medium that would not be possible if they had not laid a good groundwork. If these advertisers can get results, other advertisers in the same fields also can get results. Yet some of the saddest wails of distress come from competitors of companies that are highly successful in their display work.

It is safe to say that no advertiser today has gone into the question so thoroughly as he might. Up until two years ago, when the Window Display Advertisers Association was formed, there was no single agency studying displays from all angles. With the coming of this association has come a quickening interest in display matters.

But the manufacturer must not depend upon any association for his research. He can and should

co-operate with any agencies that are trying to better the medium, but if he wishes to get at the bottom of his own problems he must study the work of other advertisers in his field, study the field in general and his group of dealers in particular.

I don't want to seem discouraging. Perhaps I have given the impression that a great deal of work must be done before any good results can come. The good results have already arrived. It is up to the advertiser to see that these good results are turned into better ones.

First understand the situation as it is today. Next try to find the key to the situation as it will be tomorrow and next year and in 1935.

Dentifrice Plans to Broaden Market

The Sal-oris Chemical Company, of Minneapolis, having established complete distribution for its product, Sal-oris, a powdered mouth wash, in Minneapolis and St. Paul, is now preparing for a sales campaign in a group of Eastern cities.

The company has placed its advertising account with the E. P. Remington Advertising Agency, Buffalo. A test campaign is being prepared to run in selected Eastern cities. Newspapers will be used.

Fairbanks Reports Net Profit

The Fairbanks Company, New York, and subsidiaries, scales, valves, etc., report net profits of \$46,398, after charges, for the quarter ended September 30. This compares with a deficit of \$16,369 in the third quarter of 1924. Net profit for the first nine months of 1925, amounted to \$156,040, against a loss of \$76,298 in the same period of 1924.

To Advertise Country about Duluth, Minn.

A fund of \$30,000 has been raised to advertise the resources of the Minnesota Arrowhead Country, the name given to a section north and east of Duluth. The name "Arrowhead" was chosen last spring as the result of a public contest.

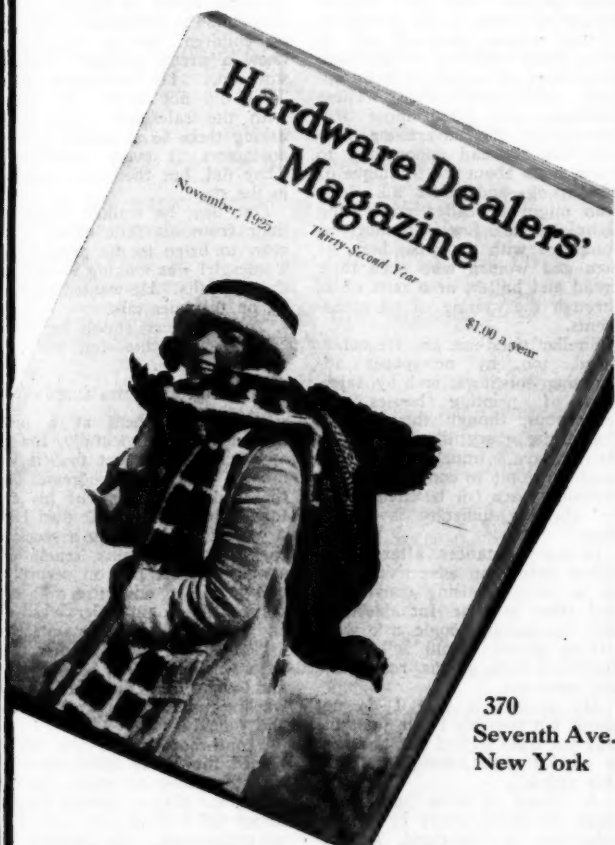
R. B. Deane Joins Miami, Fla., "Herald"

R. B. Deane has joined the Miami, Fla., *Herald*, as manager of foreign advertising. He has been with the foreign advertising department of the Syracuse, N. Y., *Journal*.

There's "Pep"

and go in every page of this great Hardware Magazine—

That's why it gets reader attention, puts over up-to-the-minute merchandising and pays advertisers.



370
Seventh Ave.
New York

MEMBER AUDIT BUREAU OF CIRCULATIONS

Find Out What Is in the Prospect's Mind

Manufacturers as Well as Retailers Will Write the Kind of Copy That Sells as Soon as They Answer the Prospect's Unasked Questions and Objections

By Carl Hunt

HOW can I know what to say in my advertisements? How can I discover the talking points that will sell my goods?

Everywhere, I find these questions being asked, especially by those persons who have become keenly interested in the protection of their business good-will and are using every endeavor to base their advertising, or a part of it, on appeals other than price. These questions are asked most frequently by the advertising man who has not had opportunity to learn much about the technique of advertising—and, after all, those who might be called advertising technicians are few in number, as compared with the great body of men and women who earn their bread and butter, or a part of it, through the writing of advertisements.

Similar questions are frequently asked, too, by newspaper advertising solicitors, and by salesmen of printing houses and lettershops, though they usually frame the query like this: "We do not have so much trouble persuading people to contract for advertising space (or booklets, etc.), but the big difficulty is to get copy."

In many instances, after I have talked before an advertising club or at an advertising convention, and there is time for questions and discussion, people ask what talking points would sell shoes, furniture, hats, gowns, real estate and what not.

My answer is that I do not know, but possibly I can point the way for them to find out, and that is what I shall attempt to do in this article.

A friend of mine operated a store for many years in a town suburban to Cleveland, and he

told me how he found what to say in his advertisements. A single incident, it seemed, had entirely changed his ideas about the source of information.

He had bought some children's playsuits which he believed to be uncommonly attractive. He had no children, but he believed he knew a pretty playsuit when he saw one. He advertised them. They did not move. He talked with the salesgirls about them, asking them to show the suits to customers at every opportunity. They did, but the suits remained in the store.

One day, he walked down the floor from his little office in the rear, to listen to the presentation a salesgirl was making in showing the playsuits. He wanted to check up on the sales talk.

The customer shook her head. "Pretty—yes, cute—but too hard to iron."

HE LEARNED HIS LESSON

He moved them at a price, kicking himself, mentally, for not appreciating the fact that it was difficult to get laundresses out there and that many of his customers had to do their own laundry work. He put in a stock of easy-to-iron playsuits, seams well sewed, buttons put on securely—and began to advertise, not only playsuits, but an easier wash-day and less mending. The suits were dark in color, and did not require so much laundering, he suggested, and when they did need it, the washing and ironing were easily and quickly done.

From that day, to the day he turned the active management of his store over to others, he followed the plan of letting the customer tell him what to say in his advertisements. He listened in—

MAGAZINE SECTION of THE NEW YORK TIMES Sunday Edition

Tabulation of 430 Answers Received to a Questionnaire Sent by the Boswell-Frankel Advertising Agency, New York City, to Two Thousand Representative Readers of THE NEW YORK TIMES discloses the following facts:

90% of these 430 representative readers regularly read the Magazine Section.

From the answers received it is indicated that in suburban families not only do *all* the women read the Magazine Section, but often they pass it on to others in the neighborhood. Women constitute **88%** of the readers of the Magazine Section of The New York Times.

73% stated definitely that it is their custom to keep the Magazine Section for leisurely reading. There is frequent mention of its being passed on from one to another. It is also kept in libraries.

A check-up shows that **81%** recall reading advertisements in the Magazine Section.

56% of the readers who responded to the questionnaire stated that they had answered advertisements in the Magazine Section of The New York Times Sunday edition.

More than 600,000 men and women buy The New York Times every Sunday. Of these, 400,000 are in New York City and within a radius of 150 miles.

DOMESTIC ENGINEERING

The Business Paper
of the Plumbing and Heating Industry

Has its
readers'
confidence—
the quality
discriminating
advertisers
demand.

Member: A. B. C. and A. B. P., Inc.

DOMESTIC ENGINEERING PUBLICATIONS
1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING
THE PLUMBING AND
HEATING WEEKLY
ESTABLISHED 1899

CHICAGO

DOMESTIC ENGINEERING
CATALOG DIRECTORY
OF PLUMBING AND
HEATING SUPPLIES

found out what was in the mind of the customer.

And that is the rule that needs emphasis among all people who write advertisements.

A great consumer investigation, costing thousands of dollars, will secure this information. However, such an investigation is an utter impossibility in the case of the smaller advertiser, especially if he is selling a variety of articles.

But the little fellow has the advantage of being closer to his public. He can make the investigation himself.

Sometimes, he finds the answer in his own experience, though even then it would often be safer to check up on the experience of others. Proof of the fact that we often do know the answer from our own reaction is found in the number of successful articles which some individual has first made for his own use, or for a small group of friends, because of a feeling that such a thing was needed, and whose selling problem is solved by an appeal to a similar feeling in others.

Such a case is that of a woman I know in Kansas City who gained the reputation among her friends of being able to make uncommonly attractive house dresses. They wanted her to cut out house dresses for them like those she made for herself. She did. Others asked the same favor, and she finally established a small factory—and now she occupies the entire floor of a large building in that city, making house dresses.

Another example: A friend of mine who has had wide advertising experience, went back to the little Indiana town where he was reared to visit his brother, who kept store there. His brother was unhappy. He had allowed a salesman to load him up with as much salt mackerel as he might hope to sell in two or three years. The city brother smiled, at first, for it was a funny story as well as a bit tragic. Then he harked back to his own days on the farm—and the breakfasts he ate—about the same, always—salt pork and

eggs. So he suggested a circular advertising the salt mackerel, not as mackerel, but under the heading: "A Change in Diet—A Steaming Hot Breakfast at Small Cost—Creamed Fish on Toast."

They sold the mackerel and ordered more to finish that winter's business.

In selling by mail, it is especially easy to find what to say, by studying the (1) questions asked, (2) reasons stated for not buying, (3) complaints made following the sale and, most important of all, of course, (4) the type of copy that sells.

A LIFE-AND-DEATH SUBJECT

The reason why the advertising copy of the big mail-order houses is so much better than that of most retail merchants is because in the case of the catalogue house, advertising is the sole contact, and advertising appeal is studied as a life-and-death subject should be studied.

I have often told retailers in small cities to stop worrying about the mail-order houses, but to get a copy of their catalogues and study them as a means for discovering selling appeals, both for advertising copy and personal contact selling.

I recall one Sears-Roebuck advertisement of a child's wagon, the best grade carried. It appeared two or three years ago when prices were up. The copy appealed to the whole family. At the top was a picture of the boy for whom it was intended. He was running and having a great time. In the wagon was a smaller child—little Willie, you see, was taking care of Sister, saving mother the trouble. At the bottom of the page was a drawing showing some of the mechanical details of the wagon, not forgetting that Pa, to be a successful farmer, must also be somewhat of a mechanic. He had to be convinced that the value was in the wagon. The copy suggested that, in addition to having a great time with the wagon, the boy would do many useful things around the house such as haul things from

the store, get ice, haul rich dirt for the flower bed.

The man who wrote that copy knew about farmers. He could hear Ma fussing at Pa about getting ice out, that morning, and Pa declaring he had no time. He could hear Big Sister fussing because Pa would not take the time to get rich dirt for her flowers. So, the copy was selling, not merely a wagon, but household peace and a number of other things.

If we will only study it, we will find such copy all through these catalogues, and we can learn a whale of a lot about advertising appeal from them.

Some, and perhaps all, of the big mail-order houses have learned the value of checking returns. They make their errors in test-tubes; their profits in vats. They may pay \$1,000 for copy for a full-page advertisement and it may flow from the pen of a man or woman with a wonderful record for writing such copy, but they test and check it, nevertheless, before the advertisement goes into expensive advertising space. They try it in the mails, first, to see what it will do, and they make changes as often as is necessary before it appears.

That reminds me of the experience of a friend of mine who was selling for \$3 a little book on health that looked as though it ought to sell for about sixty cents. He received complaints from customers on the size of the book in relation to the \$3 price until he adopted the practice of sending a letter that would beat the book there, stating that the book was not big, that the doctor who wrote it might have written much more, but had tried to make it simple, and he invited the customer to consider the value of the book in connection with what it would do. He pointed out that the customer would have to pay a doctor \$3 for a single call, and that even then he would not be well; while if he would read the book and follow its suggestions, he might reasonably hope for results similar to those which had been obtained by others.

In this case, too, we (I use the

plural pronoun because, as a friendly matter, I talked the selling plan over with him a number of times) found we could do especially well if we would pick prospects of just about a certain age, and we hit on the plan of addressing chairmen of boards of directors. Not always, but quite often, the chairman of a board is a former president of a corporation who tired and turned that office over to a younger man. He is about of the age we were after, is sure to have enough money so that \$3 makes no difference to him, and is so little occupied with business affairs that he has time to think about his symptoms.

YOUNG IDEAS FOR OLD MEN

A retail clothier who advertised suits for men who were mature but felt snappy and wanted to look it, was on the right track. I know, because through just such salesmanship, a dapper chap in a clothing store out in the Central West got \$16 from me for a hat, which was about three times as much as I should have paid.

He sized me up, all right. "Step sprightly and all of that," he said to himself, "but a bit bald and some gray hairs." He took the hat from the showcase and stroked it as though it were a baby's cheek and handed it to me as though I were the President of the United States.

I put it on. "Oh no!" he protested, in the most earnest voice you ever heard. "Not like that—but this way (pulling it down, back and front, toward my ears), this is the way you *youngish fellows wear them!*"

He had me. "I'll have it," I said. "How much is it?" and I tried to act as if I did not mind it at all when he said, "Sixteen dollars," in the same tone I would use to say, "Only a nickel."

Sixteen dollars was a lot of money to him, too, but we both acted as if it were a mere bagatelle.

It is probable, I suspect, that this salesman did not realize what it was that made me buy that hat—possibly he sold more or less instinctively. But if the owner of

Client wanted:

AN advertising agency with some rather different working methods and marketing ideas wants as a client a manufacturer in the household specialty field who is dissatisfied with his present rate of progress in sales and distribution and is ambitious to attain a position of leadership.

HE MUST have a good product, an open mind, the business acumen to appreciate the wisdom of paying a stipulated monthly fee to cover high-calibre co-operation and insure absolutely disinterested counsel as to marketing methods and mediums; also a conviction that there is too much of the conventional in present-day advertising, sales and distribution practices.

HIS PRODUCT may be a vacuum cleaner, an oil stove, a washing machine, a kitchen cabinet, a piano, a rug, or practically any other specialty for the home. His business may be located anywhere east of St. Louis. He must be able to command capital sufficient to carry out a carefully planned progressive marketing program, but if he has a natural aversion to spending a dollar without knowing pretty definitely what it is buying for him in the way of progress toward a pre-determined "objective," it will be in his favor.

WE CAN take on one such client at this time. We have some ideas that will interest him, and we can assure him of a quality of advertising service and marketing co-operation that he will appreciate. Address, in confidence and without obligation: **RAY D. LILLIBRIDGE INCORPORATED** (*A General Advertising Agency with an Engineering Background*) No. 8 W. 40th St., New York City.

that business, or the advertising manager, had been around, he would have got plenty of good advertising copy. Later, when I told the owner about it, he immediately instructed his advertising manager to spend a certain part of his time on the floor, selling goods in an emergency, but with his ears open for advertising suggestions from customers and salespeople. The owner said there were a lot of good selling ideas going to waste, and he was correct.

We have a lot of folks writing advertising copy in stuffy little cubby-holes who ought to get out and meet the people to whom they are writing, don't you think?

C. E. Blewer Heads New York Circulation Managers

At the recent convention of the New York State Association of Circulation Managers, which was held at Buffalo, Charles E. Blewer, of the *Binghamton Press*, was elected president, succeeding Frank H. Roberts, of the *Rochester Times-Union*. Other officers elected were: R. D. M. Decker, *Rochester Democrat-Chronicle*, first vice-president; George Erb, Jr., *Buffalo Evening News*, second vice-president, and A. W. Cockerill, *Utica Press*, secretary-treasurer.

The importance of farmers and small-town dwellers as a potential and untouched market for nationally-advertised goods, was discussed by several speakers. The giving of premiums and other unusual methods of circulation building in the country districts were argued against in other talks. Among those who spoke were: E. H. Butler, publisher of the *Evening News*; Norman E. Mack, publisher of the *Evening Times*; W. M. Ramsdell, of the *Express*, and W. J. Connors, Jr., publisher of the *Courier and Star-Enquirer*, all of Buffalo, and C. H. Congdon, of the *Watertown Times*.

Florida Account for Chicago Agency

The Avalon Beach Company, Escambia Bay, Fla., real estate development, has appointed Lucien M. Brouillette, Chicago advertising agency, to direct its advertising account. Newspapers and direct-mail are being used.

T. M. Hollingshead Dead

T. M. Hollingshead, business manager of the St. Louis *Globe-Democrat* for the last twenty-five years, died last week at St. Louis at the age of sixty-eight. He had been with that paper for thirty-nine years.

Swift Advertises Scientist's Report on Meat Eating

To counteract the idea that meat eating is harmful, Swift and Company, Chicago, in newspaper copy, advertised the results of an investigation by a scientist, on the value of meat as a food. The advertisement was composed mainly of a news item headed, "Meat Eaters Live Longer." It stated that "Professor James R. Slonaker, of the physiology department of Stanford University, has completed eight years of experimenting, with the conviction that meat eaters, as compared with vegetarians, will live longer, have more offspring, and be of more hardy physique."

Detroit Advertisers Receive a Commendation from London

CATESBY, Ltd.
London, Oct. 16, 1925.

Editor of PRINTERS' INK:

On returning from my vacation I have noted your publication of the rules for the Detroit advertisers on page 141 in your September 10 issue. This is so full of purifying features that I have had them noted in our advertising department, and passed round for reading and initialing by the managers of the departments in this store.

CATESBY, Ltd.
A. G. CATESBY.

Spalding Sales Gain

A. G. Spalding & Brothers, New York, athletic goods, report sales of \$5,893,783 for the quarter ended September 30, as against \$5,607,077 for that period last year, and \$5,161,169 for the third quarter of 1923. Net profit for the same period of 1925, amounted to \$519,992, after charges, compared with \$276,053 for that part of last year. For the nine months ended September 30, net profit was \$1,350,795, against \$755,633 for the first nine months of 1924.

New York Mattress Maker Plans 1926 Campaign

An advertising campaign is planned for 1926 by the New York Mattress Company, New York, on Red Cross mattresses, which will use magazines and newspapers. This campaign will be directed by Glaser-Marks, Inc., Boston advertising agency.

Pacific Coast to Have Direct-Mail Meeting

The Direct-Mail Advertising Association will hold a special Western convention at Los Angeles on April 7, 8 and 9, 1926.

With Irvin F. Paschall

Miss Cora I. Leiby has joined the copy staff of Irvin F. Paschall, Inc., Chicago advertising agency. She was formerly with the H. W. Gossard Company, of that city.

Country Newspapers!

What do You Know about them?

CHARLES M. MEREDITH, Editor
Quakertown, Pa., Free Press, says:

"The country weekly newspaper is acquiring more and more prestige since a majority of publishers devote their space to local events with little or no reference to happenings in China, Italy or Spitzbergen.

"The space that was formerly given to these subjects is now given to Local Events, plus news letters from five to thirty nearby towns. The result is that no literature on earth is more generally and intensively read than the country newspaper.

"I think the fact that when the Free Press comes out on Thursday nights the town and country people stay home and read it, is a tremendous tribute to its news value."

HERE is a country newspaper that is the most important factor in its community. There are thousands like it—they are the expression of the life in the country town community.

The American Press Association can successfully handle your advertising campaign in any market, zone group of states, counties and towns; directing your advertising to the spot where it will produce the greatest amount of sales.

The 7,213 country newspapers give you a wide selection of markets and publications. No other mediums can cover the country town and rural fields so economically and effectively.



AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue
 CHICAGO

68 West Adams Avenue
 DETROIT

Make a Lasting Impression at Show-time!

The Annual Show and Reference Number of MoToR offers an opportunity to make a lasting impression upon the 60,000 dealers and car-owners who walk up to the news-stands and pay \$1.25 for the magazine.

It offers a similar opportunity in connection with the 40,000 trade readers who receive this big annual of the industry as part of a yearly subscription.

Make the most of this opportunity by using enough space to tell the story of your product in a fitting manner. *Final forms close on December 10th.*

MoToR

"The Automotive Business Paper"

EARLE H. McHUGH • Business Manager

119 WEST 40TH STREET, NEW YORK

Boston American Building • BOSTON
Hearst Building • CHICAGO

Bellevue Court Building • PHILADELPHIA
Kresge Building • DETROIT

Art for Art's Sake?

Or for the Sake of Good Advertising?

By a Commercial Art Manager

IN a search for something new in art technique, the advertiser is often more concerned with art for art's sake than for the sake of good advertising. He believes, and is correct to an extent, that novelty in technique means an added feature. His campaign will be individualized. He will boast an atmosphere which is unlike the average background of so many current efforts.

But when a technique is both distinctive and is employed for a specific purpose other than the one just mentioned, the discovery is doubly important. The technique is then selected because it will assist in some significant way. It will feature a definite object; it will develop a desired "feeling"; it will assist in telling a subtle story.

Thus, art technique becomes more than a visual luxury. It is more than something used merely for its attention-compelling value. For example, the selection of an artist who specializes in costume periods and who understands the wood-cut technique for a campaign dwelling upon conditions that existed many years ago, means a sane application of commercial art to the specific requirements of a certain subject.

The advertiser does not employ the technique merely because it is different from so many others, and will therefore attract added attention; he uses this artist and this technique for the very excellent reason that, in combination, they

are a vital part of the story and of the spirit of a connected campaign.

Some very astonishing mechanical drawings in pen and ink have appeared at frequent intervals during the past year for Viko aluminumware, in a technique so extraordinary that people who



Registration at West Point for March 1900. "Hans 'Superman' Claus"

The Daniel Hays Company

GLOVERSVILLE, NEW YORK

.....
GLOVES
SINCE
1854

A SPLENDID EXAMPLE OF COMMERCIAL ART—ALSO A FINE
EXAMPLE OF GOOD ADVERTISING

might not be interested in such matters, as a general rule, have been interested to a singular degree, often writing in to the advertiser to learn how it was accomplished.

These pen drawings, free from pen cross-hatching of any kind, were so absolutely individual and distinctive as to technique that they might well arrest sluggish attention on the strength of the han-

dling alone. Seldom would one come upon such rigid perfection of pen work. The mechanical shading was produced with such marvelous skill that it seemed incredible an artist could possibly possess that much patience. It was a technique which went to prove that it is not necessary to employ blacks or to indulge in cross-hatching, to secure certain shaded effects. The weight of the individual lines could be made to regulate this.

In still-life reproduction of the aluminumware, the artistic results were little short of startling. Individuality was given to a connected series, and where manufacturers of similar products were using wash drawings, figure compositions or photographic illustrations, this pen series provided unique and distinctive advertising atmosphere. However, there was another reason why the pen technique was arrived at; it assisted in bringing out the metallic beauty of the goods.

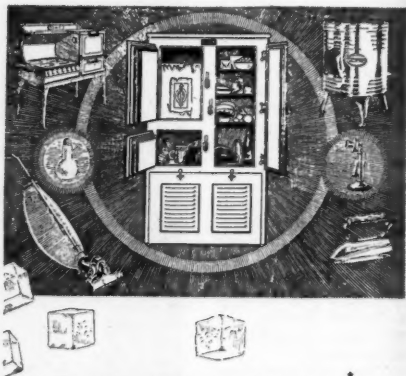
The very even, very crisp use of straight lines suggested the correct surface, the aluminum finish. The composition handles, the glass top of a coffee percolator all of these could be skilfully interpreted. An art technique elaborates the beauty of a product, whereas camera studies would be commonplace, and original wash drawings might not correctly reflect the aluminum surfaces.

It was no mere desire on the part of the advertiser for a sensationally different art technique that prompted a series of peculiarly intricate pen drawings for Ipswich hosiery, in which still-life studies of the product constituted the entire pictorial theme throughout a remarkable campaign.

It was one consideration, of course, because, as in the case of

the aluminumware series, previous illustrations for competitive accounts had been either in wash or from camera studies. Originality of art technique in advertising is always a desired consideration. But the patterns of Ipswich hosiery and the interesting character of the fabric weave came first, in the advertiser's estimation, and a technique was wanted to elaborate upon these points, particularly the latter. There were limitations in the case of photographs. Much of the weave would be lost.

But with a pen, an artist could



SERVEL

THE UPPER HALF OF A SERVEL REFRIGERATOR ADVERTISEMENT IN WHICH ART IS USED FOR ADVERTISING'S SAKE

reproduce the goods faithfully and in infinite detail. The pattern could be worked up along interesting lines. So a stippling technique was chosen, which, while requiring much time and skill, finally produced drawings which were astonishing in the matter of detail.

It is recalled that an advertiser of blackboard chalk introduced his product with a series of illustrations of a particularly compelling character, white on black. It was as if these illustrations had been actually drawn in white chalk on a black surface and turned over to the engraver.

But no such expedient was nec-

To Reach 80,000 Families IN BROOKLYN

The only commodity a newspaper has for sale to advertisers is circulation and character.

In Brooklyn, the Times many months ago, passed definitely into first place in total circulation—80 per cent of which is delivered into the homes by our own carriers.

Here are the sworn circulation figures of Brooklyn newspapers for the six-month period ending September 30, 1925:

Brooklyn Times	80,081
Brooklyn Eagle	71,912
Brooklyn Standard Union	61,742

No other space buying point can equal that of circulation supremacy.

No "quality" argument can offer a substitute for real home delivered circulation.

When newspapers are home delivered each subscriber may be traced and located.

Advertising Lineage, Gain or Loss, for 10 Months, 1925

	GAIN	LOSS
Brooklyn Times..	303,852	
Brooklyn Eagle	31,234	
Standard Union		674,966

Compiled by Statistical Dept., New York Evening Post

The Brooklyn Daily Times

Member A. B. C.

Foreign Representatives

LORENZEN & THOMPSON, INC.

New York

Chicago

San Francisco

Seattle

essary. The artist made his originals in dry brush on white paper. Then, the engraver made a reverse plate. Simple enough. Every brush mark, black in the original, came out white in the finished plate. Many people are not aware that this can be done. The charm of it lies in the unexpected effects which are more than likely to develop. There are what is known as "accidentals."

In the advertising of Servel refrigeration, a pen technique is employed which, while unusual and distinctive in its own right, turns a clever trick of another kind. The technique allows the showing of many other household devices, while holding them in the background and featuring, first of all, the electric refrigeration. The Servel is shown in a circular moritise, from which pen lines radiate. The lines are almost in the shape of rays from a bright light located behind the refrigerator. Into them the artist weaves other modern household equipment, although the radiating lines, being delicate, hold down the relative importance of the accessories. Moreover, the very concentration of line direction leads the eye to the Servel in the most irresistible manner imaginable.

A new series of pen drawings for the Daniel Hays Company is compelling public commendation and interest, due as much to the clever purpose of the technique as to the technique itself. There was never a better example of how the art medium can be made to serve an important commercial and advertising purpose.

Part wood-cut effect, part steel engraving, always highly artistic, these illustrations occupy practically all of the page spaces in every composition. The advertiser is content with a nameplate display and a very few lines of explanatory text. But then, although the copy may be no more than a single line, of a dozen words, it is oddly and strikingly important. We have seen ten times as much text tell far less.

The tone of the large illustrations is an over-all mass of intricate shading, often mere dots

against black. Each advertisement features a careful character study, a head, shoulders and one or two hands thrust upward into the composition.

Here we have a splendid study of a West Point cadet, in dress parade regalia. He is arranging a strap at his chin and he wears white gloves. Because of the dark over-all tone, the white gloves stand out strikingly. They are the first thing to catch your eye. The gloves are even more important in the illustration than the character study of the cadet himself.

The technique is artistic, it is distinctive, but its chief virtue is its power to set off gloves of various kinds. It is used with this definite idea in mind. The artist has worked with that objective upmost. A technique becomes a display device.

ROMANTIC COPY

A peculiar technical significance surrounds the art technique used for the current series of Maxwell House coffee advertisements in periodicals. They are sketchy, "loose" in handling, and heavily charged with romance, a romance which seems to be in the very technique employed by the famous artist who drew them. It is, in short, a technique which assists in elaborating the stories told by the advertiser. The copy program calls for colorful scenes of a past day, "down South," and this sketchy, pencil and crayon method does much to inject true atmosphere into these scenic episodes. They might have carried far less significance had the art technique been lacking in sympathy.

Why are photographic illustrations and a technique which means camera realism used in behalf of Wellsworth products? It is because this very realism is an essential part of the advertising program. The message concerns the human eye and people do not want fanciful and fantastic illustrations as interpreted by the artist. The subject is too serious. Where eyesight is concerned, it becomes a stern matter of reality.

But, nevertheless, the advertiser manages to inject the essential ro-

Upon being introduced into a home by a friend who holds the respect and confidence of the family, one gains for himself a corresponding esteem from his hosts.

Such an introduction is no less important to the product which the advertiser sends forth to win good will and acceptance.

In Elmira, the Star-Gazette-Advertiser, enjoying the friendship and confidence of every family, can give it.

THE GANNETT NEWSPAPERS

Each the leader in its field

Elmira Star-Gazette-Advertiser	Newburgh News
Elmira Sunday Telegram	Rochester Times-Union
Ithaca Journal-News	Utica Observer-Dispatch

DIRECT MAIL

Budgets should include Postage — Distribution as well as Printing

Printing is not and does not become Direct Mail until it is addressed to individuals and affixed with postage stamps.

Appropriations have often been made for printing when the real intention was to provide funds for Direct Mail. Postage stamps and *distribution* were overlooked!

This is like having a force of able travelling salesmen . . . no expense money for them . . . and no place for them to go.

Distribution means *starting* where the printing leaves off. Imprinting for dealers, addressing to individuals, collating, inserting, sealing, stamping, shipping to dealers. All these transform Direct Advertising (printing) into Direct Mail.

Electrograph handles each and every phase of Dealer-to-Consumer Direct Mail including analysis, plan, copy, art, printing and *distribution*.

And moreover, Electrograph distribution is actually woven into the sales program, coordinated with it, made practical for personal sales follow-up and organized for traceable sales results.

For 1926 make a *definite* appropriation for Direct Mail. Be sure you include *all* of its vital elements—printing . . . postage . . . distribution.

For 1926 make an *Electrograph* appropriation for Direct Mail. You get economy, experience, quality and unsurpassed facilities. *Complete Direct Mail!*

THE ELECTROGRAPH COMPANY
Home Office: 725 W. Grand Boulevard • Detroit, Mich.

Electrograph

Created **DIRECT-MAIL** Localized
Individualized
Distributed

mance and the imaginative, while retaining all the sincerity of the camera. The ideas encourage this, as when a railway signal device, camera made, is superimposed directly across a face, the eyes staring out from behind it. "Would you know if your eyes signaled 'Stop'?" asks the headline. It was only necessary to secure the two photographs, as separate units, and then combine them.

That impressive poster series of symbols and cartoons for The Hartford Fire Insurance Company is admirably fitted and trimmed to suit a specific purpose, with the artist's technique assisting all the while.

Everything is handled in flat masses. As the giant and often hideous figure symbolizing fire, its perils, costliness and horror, is interpreted by the artist, he handles large masses of solid black as opposed to equally simple areas of brilliant red, to suggest fire. There is strength, character, vision, power in the technique, quite aside from the ideas of the cartoons. A less postery handling would have weakened this series considerably.

Studebaker Profits Double

The report of the Studebaker Corporation of America, South Bend, Ind., shows a net profit of \$5,035,177, after charges, for the quarter ended September 30. This is more than double that of the third quarter of 1924, when the net profit was \$2,131,409. For the first nine months of 1925, net profits were \$15,157,226, against \$9,703,679 for that period last year.

J. A. Rollins Sells Interest in California Paper

John A. Rollins has resigned as publisher and has sold his interest in the Herald Publishing Company, publisher of the San Luis Obispo, Calif., *Herald-Telegram*. He is succeeded by J. A. Easton as publisher. H. F. Best continues as advertising manager.

P. J. Philpott Transferred by Chilton Class Journal

P. J. Philpott, who has been representing the Chilton Class Journal Company in the New York City and New England territory, has been transferred to the Cleveland office, where he will cover part of that city and Central and Southern Ohio.

Daily Newspapers Plan Second Campaign on Iowa

At a recent meeting, the Iowa Daily Newspapers' Association subscribed to a fund for a second campaign to advertise Iowa to manufacturers and jobbers as a marketing place.

Frank D. Throop, publisher of the Davenport *Democrat and Leader*, was appointed to succeed Robert R. O'Brien, as chairman of the publicity committee in charge of the campaign. Other members of the committee present were: George F. Thayer, manager of the Marshalltown *Times-Republican*; H. T. Watts, business manager of the Des Moines *Register and Tribune-News*, and Lafayette Young, Jr., general manager of the Des Moines *Capital*. John F. D. Aue, publisher of the Burlington *Hawk-Eye* and president of the Association, presided.

John F. Porter Leaves Peerless Motor Car Company

John F. Porter, treasurer and director of the Peerless Motor Car Company, Cleveland, for the last three years, has resigned. He has become associated with John J. Raskob, at Wilmington, Del. Mr. Raskob is chairman of the finance committee of the General Motors Corporation, and vice-president of E. I. du Pont de Nemours & Company. For fifteen years Mr. Porter was assistant treasurer of the du Pont company.

Joins St. Paul "Dispatch" and "Pioneer Press"

W. M. Barkley has joined the advertising department of the St. Paul, Minn., *Dispatch* and *Pioneer Press*. He has been with the Duluth, Minn., *News-Tribune* for the last twelve years.

Yale & Towne Quarterly Earnings

The Yale & Towne Manufacturing Company, Stamford, Conn., reports net earnings of \$623,764 for the third quarter. For the nine months ended September 30, net earnings amounted to \$1,830,363.

Engineering Account for O. S. Tyson Agency

Thomas E. Murray, Inc., New York, engineering, has appointed O. S. Tyson and Company, Inc., advertising agency, also of New York, to direct its advertising account.

Arthur E. Bowers Dead

Arthur E. Bowers, sixty years of age, who had been Eastern advertising manager for Frank A. Munsey for many years, died last week at Manchester, Conn.

Don't You Knock Financial Copy, Mr. DeBebian

There Are Very Good Reasons for the Present Style of Security Offering Advertisement

By Horace Towner

THE comments of A. M. DeBebian* on modernizing security offering advertisements, in the October 29 issue of *PRINTERS' INK*, are typical of the present widespread tendency to criticize financial advertising. One hears on every hand that financial advertising is too cold and formal; that it is too dignified; that it is too technical; that it is old-fashioned and must be modernized, and that it must have liberal injections of human interest to bring it up—or perhaps down—to the level of general advertising in other fields.

With some of Mr. DeBebian's ideas I am in full accord, and it is not my intention particularly to single out his article for reply. What I want to do is to enter a general plea for the defense.

So far as I have observed there has been little or no answer to the critics of financial advertising. It seems to have been taken for granted that financial advertisers either do not know their business, or that they are fettered by tradition and hide-bound conservatism.

Looking over the crowd at the conventions of the American Bankers Association or the Investment Bankers Association, the one outstanding impression is one of wonder that the vast machinery of American banking is in the hands of such young men. And any impression that the banking fraternity is not aggressive and progressive will quickly be dispelled by any contact with the actual active officers of banking

institutions. If these men permit their advertising to be dominated by outworn traditions and by old-fogyism, then their advertising is far behind their progress in other directions.

Now, one of the outstanding and ever-present factors in the bond business is that it is a small-profit business. The margin that can be expended for advertising and sales promotion is necessarily limited. The better the bond issue, the smaller margin of profit; and any intelligent discussion of financial advertising must take into consideration the factor of selling cost.

The great majority of bonds are sold by salesmen. I have seen an analysis of a large bond selling force which showed that a high average for bond salesmen was about forty calls a week or 2,000 calls a year. Suppose the salesman makes only \$3,000 a year—probably below the average. That means that every call he makes costs his house a minimum of \$1.50. But bond selling is not a one- or two-call proposition. Most sales are made only after careful cultivation of the prospect over a considerable period of time. Let us be conservative, however, and assume our average salesman would make an average of only two calls on every prospect secured through advertising. Following up the average prospect, therefore, will cost a minimum of \$3.

I believe it has been the experience of every financial advertiser that the typical conservative financial announcement that gives all the facts in condensed form pulls a small number of inquiries, but that these inquiries result in a relatively high percentage of sales. It has also been the experience of those financial advertisers who have tried it, that the injection of

*Mr. DeBebian's comments were made before the Columbus, Ohio, convention of the Financial Advertisers Association. Extracts were published under the title: "Let's Modernize the Security Offering Advertisement." This was followed by an article in the November 12 issue entitled: "We Did Modernize Security Offering Copy, Mr. DeBebian."

Here's a Market for You!

by Arthur W. Wilson
of Thresher Service

MAIL order houses report big buying by the farmer. Implement and fertilizer factories are working hard to keep pace with farmer needs. The farmer is eager to buy and able to pay.

Manufacturers of general products—such as foods, clothing or household goods—often overlook this important farm market of six and one-half million homes.

The problem of selling your product to the farm family may involve some different approaches. For instance, the Home Demonstration Agent today is an important factor in stimulating farm women to buy certain products which make homekeeping easier—the lives of rural people healthier and happier.

Our experience in serving houses whose entire output is sold to farmers, as well as houses which sell to both city and farm people, may be of aid to you.

May we discuss with you this phase of your business?

THRESHER SERVICE INC.

Formerly Williams Agency - Founded 1897



136 Liberty Street, New York City
Telephone · Rector 7880 ~ Cable · Flailad

human interest and strong selling talk into such advertising—in general, the modernizing that Mr. DeBebian asks for—results in an increase in the number of inquiries, but a reduction of the average salability of those inquiries. When you increase the number of prospects and, at the same time, dilute the quality of the prospect list, you automatically raise the general cost of selling.

The average retail sales of general bond houses runs somewhere between \$1,000 and \$1,500—the higher average coming from the more conservative leads. The writer has had the privilege of seeing the record sheets of some houses that have experimented with strong inquiry-pulling copy, and believes a fair average, based on actual sales records, would be sales of about 7 per cent for cheap inquiries produced by high-powered copy; while sales averages of 25 per cent to 30 per cent are not infrequent from inquiries resulting from the conservative, standardized forms.

Now, on the basis of the above figures, let us take a concrete example. Suppose an advertisement of the conservative type, costing \$200, produces twenty-five inquiries and five sales of \$1,500 each. Add to the cost of the insertion—according to our above analysis of salesmen's time—\$3 for following up each of the twenty-five leads. We get, then, a total cost of \$275 to sell \$7,500 of bonds. This gives us a sales cost of around $3\frac{1}{2}$ per cent, which is a figure rather high for distributing high-grade bonds, and can be justified in the long run only because the advertising also has a considerable secondary value in increasing general prestige, which makes future sales easier; because there is always a certain amount of non-traceable business, and because repeat sales from established customers are made at negligible selling cost.

Now, let us take the same space and humanize the copy. It has been demonstrated that by so doing you can produce a wonderful increase in the number of your inquiries—but don't forget that there

is a corresponding decrease both in the average salability of these inquiries and in the amount of the average sale. Based on the experience tables above mentioned, I should say that such an advertisement might produce 100 instead of twenty-five inquiries, and bring about seven sales of \$1,000 each. Now, take our insertion cost of \$200 and add to it \$300 more for following up the 100 inquiries. You now have a total sales cost of \$500 on a volume of \$7,000 business. This is a little more than 7 per cent. Too high. In many high-grade bond issues the total underwriter's profit, out of which all expenses must come, is less than seven points.

MAILINGS ARE EXPENSIVE

If we try to sell financial inquiries by mail, our story is about the same. Given a good prospect list of live advertising inquiries and carefully prepared sales literature, you can sell a certain percentage by mail. It has been the experience of most houses, however, that a rather expensive booklet is necessary to make the initial impression, followed by consistent mail cultivation, usually in the form of a series of follow-up folders, with a carefully worked-out series of sales letters. The percentage that can be sold by direct mail is considerably smaller than through salesmen, and our average cost of follow-up of a minimum of \$3 will not be very far wrong if the mails are used instead of salesmen. In fact, I am inclined to believe the average follow-up cost would be higher, counting in all the factors of correspondents' time, the cost of booklets and circulars, postage, etc.

I do not mean to present the figures given above as universal averages, but they are not far from the actual results experienced by representative houses, and serve to illustrate the general proposition that the great problem of the financial advertiser is to strike a balance between an ultra-conservative, technical appeal that produces few but large sales, and a humanized appeal, addressed to the masses, producing a large volume

December 1925

Our Thirtieth Anniversary

is marked by

One Million Circulation

December is the first month of our million net paid circulation.

Change of Page Size

From 760 to 680 lines.

Bought More Land and Equipment

35% More Advertising

is ordered for 1926 than at this time last year for 1925.

THE HOMECRAFT Magazine

Most of our departments are home departments mainly of interest to the woman—the head of the home—but departments also of interest to men and children.

People's Popular Monthly

Des Moines, Iowa

CARL C. PROPER, Publisher

GRAHAM STEWART, Adv. Director

1,000,000 Circulation

Much is said about what should constitute agency service. We believe any rule must be modified or amplified to meet the necessities of each client. For ten years we have built our service, and ourselves, to fit the requirements of each firm we serve. Only by becoming intimately steeped in a client's objectives can we render service that is personal both to the advertiser and to us. We think agency service can neither be syndicated nor ground out of a machine,—nor even sold promiscuously. That is why we have no solicitors. Our clients like the fact that the commissions we earn are spent serving them rather than soliciting others.

I am proud of the clients this agency serves.

ARNOLD JOERNS
President

Arnold Joerns Company

— *Advertising* —

Arnold Joerns Building - CHICAGO - 26 East Huron Street

of inquiries, a small average sale and a reduced average of salability.

It may be that some financial advertising managers are straining at the leash and being held back by old fogies among the officers of the bank or its legal advisers from using strong human-interest copy. I think, however, that their real bosses are the hard-boiled record sheets that show what pays and what does not. As I have already suggested, bank officers in this country today are generally young and progressive men, and what they demand is results. They have no objection to humanizing and modernizing their copy, provided it does not bring about too high an overhead, too low an average sale, and too high a cost of doing business. They have no special prejudice in favor of any particular type of advertisement so long as it brings in the business at a reasonable cost.

So much for the negative side, which, I hope, shows why the financial advertiser does not depart very far from certain proved methods. Let us also take a look at the positive side, and see if there are not some pretty good affirmative reasons for things as they are.

A fairly well-established principle of advertising is that "the more you tell, the more you sell." This applies, perhaps, more to the financial advertising than to other fields. The standardized type of offering advertisement places emphasis on information rather than on sales argument, and tells the pertinent facts in the briefest and most easily digested form. The investor is entitled to this information and in my experience, he wants it, whether he is a large or small buyer. Not only does this form satisfy the buyer who means business and is a live prospect, but by its weight and detail, it serves to discourage the casual curiosity seeker, whose name on the books of any concern is a liability and not an asset.

Further—I wonder if it is really true that these advertisements setting forth in condensed form the pertinent facts regarding a secur-

ity issue, are incomprehensible to the great masses of the public and do not, as Mr. DeBebian says, "talk to the individual investor in his own language?" Or is that idea just another fallacy?

Opening this morning's paper, the first offering advertisement is that of a new municipal issue. It starts out "Blank County ranks second in wealth and population among the entire group of Southern States." Is that statement above the comprehension of the average individual, and isn't it information that he wants to know if he is going to buy a bond of that issue? The rest of the advertisement is couched in similar language, with technical bond terms used only where they are necessary to terseness and accuracy.

The next offering announcement begins, "These bonds constitute a direct closed first mortgage on, etc., etc." If the individual bond buyer—large or small—does not know what a mortgage is, he had better find out; and if he bases his purchase, not upon facts regarding liens, mortgages, assets and earnings, but upon "human interest," his funds will soon melt away, and he will cease to be an investor.

DON'T TALK DOWN

While we are on the subject, let us also look into this matter of talking to people in their own language. I believe it will be found that the most successful advertisers in other fields are those who talk the language of their product and who do not try to talk down to the buyer. Some automobile advertisers fill their space with technical descriptions of the specifications of their cars, and the public buys as fast as it can accumulate a small down payment. The advertisers of women's luxuries do not say, "This article will look good in Lizzie Smith's bedroom," but rather, *This objet de vertu* will be, oh, oh, so chic in milady's boudoir." The latter line of talk seems to sell, but it certainly is not talking to Lizzie Smith in her own language.

The fact seems to be that the

public rather likes to be talked up to instead of down to. If anything, Mr. and Mrs. Public are a little flattered by the assumption that they are familiar with technical phrases, European languages, and highbrow talk. My own experience in contact with a good many small investors is that the little fellow loves more than anyone else to talk bond slang and to appear very wise in financial matters.

There is another very cogent reason why successful financial advertising follows certain fairly well standardized forms and employs certain exact terms accurately to describe the goods offered for sale. Conservatism has a distinct value in banking and financing. I think nearly everyone will agree that our banks and security selling institutions are in more danger of being too radical and too careless than of being too conservative and careful. Safe investment is a serious business for which certain fundamental banking principles have been worked out through long experience. Any

radical departure from these principles often means loss and disaster. There is a definite association between conservative methods and conservative advertising, in the minds of those who read the advertisements. Too radical a departure from approved standards in advertising is apt to suggest to the reader a similar radical departure from those conservative principles of banking that mean safety. That, I think, is why our standardized, conservative financial advertising pulls a few good salable inquiries from investors who mean business; while the strong-arm, human interest, radical advertisement, produces a flood of inquiries from casual curiosity seekers, who either have nothing to invest or don't know what they want.

Mr. DeBebian assumes that the present type of security offering advertisement is largely a waste so far as the retail dealer is concerned. I do not think it will be found that the dealers agree with this. Generally speaking, dealers are anxious to have this advertis-

TRANSCRIPT 96 YEARS OLD

—and Still Growing

Advertising Lineage for October, 1925 vs. 1924

Local	238,958	Gain 34,869
National	249,522	Gain 61,620
Classified	248,044	Gain 14,378

Gains Also in August and September

A Quality Article Endures

Boston Evening Transcript

A Boston Institution established 1830

NATIONAL ADVERTISING REPRESENTATIVES

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco

Los Angeles

The Religious Press FOR God and Country

TRUTH MAGAZINE is a Catholic magazine published for the dissemination of the truth concerning the history, doctrines, and practices of the Catholic Church.

Its subscribers are a refined, cultured, home people, forty-seven per cent of whom are located in cities with population above one hundred thousand, and fifty-three per cent are located in the smaller cities of the country. Their home life and surroundings are artistic, scientific, professional and commercial. They patronize TRUTH MAGAZINE because it merits their confidence, and they will patronize its advertisers for the same reason.

TRUTH MAGAZINE, a member of the Audit Bureau of Circulations eleven consecutive years.

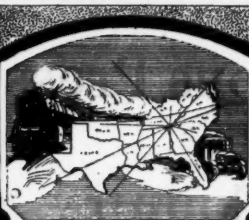
TRUTH MAGAZINE, a member of the Catholic Press Association ten consecutive years.

Copy for current issue must be at the office on or before the 1st of the month preceding date of issue.

Joseph P. Sheils,
Western Advertising Office
906 Boyce Building
Chicago, Ill.

Edward P. Boyce,
Eastern Advertising Office
95 Madison Avenue
New York, N. Y.

JOHN J. O'KEEFE, *Publisher*
412 Eighth Avenue, New York



CHATTANOOGA

"Dynamo of Dixie"

Strategic location in practically the center of the fourteen southern states, splendid rail and highway connections to all portions of the South and numerous other advantages make Chattanooga an ideal base of operations for concerns designed to sell the rich southern field.

All concerns desiring to sell and serve the South most efficiently are urged to closely consider the advantages of Chattanooga as a southern sales and distributing center.

Write today for information about Chattanooga's advantages as applied to your particular business.

CHATTANOOGA
Clearing House Ass'n
840 James Building
Chattanooga, Tenn.

Visit Chattanooga

See famous Lookout Mountain, Signal Mountain, Chickamauga Battlefields, and many other points of beauty and interest in and about the "Scenic Center of the South."

ing and believe that it aids them very materially in disposing of the bonds. The only specific suggestion that the writer has heard from the smaller dealers is a frequent request that the advertisement should—"look like the offering announcements of Blank and Company"—naming one of the two or three largest financial houses in the country. That is to say, the point of view of the dealer, based on experience, appears to be that there is a definite selling value in presenting the new issue in the form that is adhered to by the big, strong, successful, national houses who have the reputation for bringing out conservative issues.

If advertising is in danger today, it is not in danger from sticking to facts instead of fancies. It is not in danger from being too good, but from being too bad. It is not in danger from using splendid English, but from using sloppy English. It is not in danger of being too dignified; it is in danger of being too cheap. It is not in danger from too-high standards of taste; it is rather in danger from bad taste. It is not in danger from telling truth; it is in danger from telling lies.

In short, there are those who believe that, if there is any one thing that represents a dangerous tendency in advertising today, it is the tendency toward untrammelled, egregious, and windy Bunk. Perhaps financial advertising has erred a little on the side of good taste, of good English, of dignity, of accuracy, and of relying upon facts. If so, I believe it errs upon the side of the angels.

New Valve to Be Advertised

The Republic Brass & Manufacturing Company, Los Angeles, will shortly advertise a new product, the Hushflush valve. Magazines and architectural and plumbing publications will be used. Lord & Thomas will direct this campaign.

Albert Gadd Joins R. E. Tweed Agency

Albert Gadd, formerly with the D. L. Ward Company, Philadelphia, has joined the staff of the R. E. Tweed Company, advertising agency of that city.

Stonewall Linen Ledger

FIVE REASONS FOR STONEWALL!
 Strength! Durability! Printability!
 Ink Economy! Ruling Efficiency!
 Those who handle ledger sheets, from
 the ruling plant to the bookkeeper's
 desk, know that these are character-
 istics of the efficient paper. They are
 assured in STONEWALL LEDGER by
 painstaking care in every phase of its
 manufacture, from raw materials to
 mechanical equipment. Compare
 STONEWALL LEDGER with any ledger
 in its class for these quality character-
 istics—it will show the "why" of its
 popularity.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
 OLD COUNCIL TREE BOND
 SUCCEEDS BOND
 CHIMNEY BOND
 NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
 GLACIER BOND
 STONEWALL LINEN LEDGER
 RESOLUTE LEDGER
 PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers
 for testing purposes



191,816

was the daily average net paid circulation of the

Cincinnati Post

in October. The Post's daily average net paid city and suburban circulation was

19,600 More

in October, 1925, than in October, 1924.

The Post's total circulation exceeds that of its evening contemporary by 35,000 daily and is 124,000 greater than either Cincinnati daily morning paper.

You can cover Cincinnati and the rich Ohio Valley thoroly only by advertising in The Post.

THE CINCINNATI POST

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the National Advertising Field by
ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco
Los Angeles Seattle

Deep Psychology and the Slogan Clearing House

(Telegram)

PORTLAND, OREG.

Editor of PRINTERS' INK:

Has any radio concern used slogan,
"A Name to Know in Radio"?

CROSSLEY & FAILING, INC.

WE never realized it before and yet it actually is true that the psychology of the subconscious really did have something to do with the establishment of PRINTERS' INK Slogan Clearing House. But don't let that frighten you—it isn't at all as bad as it sounds. What it means is simply this:

Slogans seem to have the peculiar faculty of imprinting themselves, not only on the conscious mind, but also on the subconscious mind. Now, according to psychologists, the conscious mind may, and does, forget; but the subconscious mind never forgets. Its notations are inscribed in indelible ink. Consequently, many slogans which, apparently, have been looked at and forgotten, actually have been recorded in the subconscious mind. There they remain until some incident or accident calls them forth into the daylight of the conscious mind. (We doubt whether any professor of psychology would approve of this description, but let it stand.)

Here, then, is a typical scene: An executive has been commissioned to devise a slogan which shall sum up a company's aims and aspirations. He consults various sources of information such as articles published in PRINTERS' INK and the records of the Slogan Clearing House. After that, with paper and pencil before him, he jots down various phrases that occur to him. These are all supposed to be original slogans—the exclusive products of his own "medulla oblongata." But the chances are that, in a number of instances, they are really slogans which he has come across at times and forgotten consciously, but remembered subconsciously.

That is what we mean by un-

"Punch" 1926

■

Confidence in
"PUNCH" has
resulted in more
than 70% of the
total space avail-
able for Adver-
tising next year
being already sold

■

**Advance Booking is
Always Essential**

■

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET
LONDON, E.C.4, ENG.

October 31, 1925

intentional slogan duplication. And that is one of the purposes of the Slogan Clearing House, with its present registration of 2,225. With the aid of this list we were able to tell Crossley & Failing, Inc., whose telegram is reprinted above, that the slogan: "A Name to Know in Radio" is used by Brandes Products Corporation, New York.

A list of fifty slogans registered during the last week in the Clearing House is printed below.—[Ed. PRINTERS' INK.]

Ace of Diamonds, The. Wilson-Western Sporting Goods Co., New York, N. Y.

All-Purpose One Man Crane, The. The Byers Machine Co., Ravenna, Ohio.

Behind the Panels of Better Built Sets. General Radio Corp., Cambridge, Mass.

Best Glass, The. American Window Glass Co., Pittsburgh, Pa.

Burn Your Name in Metal. Arkograph Pen Co., Portland, Ore.

Catch Them Yourself or Buy Fowler's. Fowler Sea Products Co., Inc., New York, N. Y.

Census Takers of Industry, The. The Root Company, Bristol, Conn.

Clean Floors Reflect Clean Business. Finnell System, Inc., Hannibal, Mo.

Custom Tailored Throughout. (Stratford Clothes) Cohn Rissman & Co., Chicago, Ill.

Darfo Does the Dishes. The Darfo Co., Boston, Mass.

Don't Ask for Crackers, Say Snow Flakes. Pacific Coast Biscuit Co., San Francisco, Calif.

Emblem of Worth in Radio, The. The Kodak Radio Corp., Cincinnati, Ohio.

Every Day Is a Gift Day. National Gift and Art Association, Philadelphia, Pa.

Everything in Floor Coverings. Claflins, Inc., New York, N. Y.

Forging Is Something More Than a Piece of Hammered Steel, A. The Champion Machine & Forging Co., Cleveland, Ohio.

From the Sunny Rogue River Valley. Knight Packing Co., Portland, Ore.

Gifts and Art Gladden the Heart. National Gift and Art Association, Philadelphia, Pa.

Give Memory Insurance. The Standard Diary Co., Cambridge, Mass.

Gripping Hands on the Wheel Can Never Replace Gripping Wheels on the Road. American Chain Co., Chicago, Ill.

If It's New—We Have It. Claflins, Incorporated, New York, N. Y.

I Look My Best in a Hardeman, J. T. Hardeman Hat Co., Seattle, Wash.

Insure Your Profits—Use Stimpson Products. Stimpson Computing Scale Co., Louisville, Ky.

Invest in Memory Insurance. The Standard Diary Co., Cambridge, Mass.

It Takes the Best to Make the Best. Worcester Salt Co., New York, N. Y.

Like Rubber Heels for Your Ship.

Nearly \$10,000,000 Gained

in the amount of savings deposits carried by the banks of Paterson, N. J., over last year.

The Paterson Press-Guardian

Paterson's leading evening newspaper, also showed some substantial gains.

In the first place, it showed a gain in circulation of over 1,100 copies per day for the year ending September 30th, 1925, over the previous year, and it was the only daily newspaper showing a gain for the first nine months of the year over the corresponding period of 1924 in advertising lineage. That increase was shown in Local, National and Classified.

One advertiser writes:

"Responsiveness of advertising in Press-Guardian greater than in some papers we have tried with 100,000 circulation."

The Press-Guardian was picked by Jason Rogers, Editor, Advertisers' Weekly, as the premier advertising medium of Paterson and the one paper selected in Paterson for representation in "A Study of 81 Principal American Markets," published by the 100,000 Group of American Cities, Inc., of Chicago.

The greatest intensive single coverage of any paper in Passaic County with no waste circulation.

EVERY COPY EVENTUALLY REACHES A HOME AND STAYS THERE!

Represented by:

PAYNE, BURNS & SMITH
New York, Boston

G. LOGAN PAYNE CO.,
Chicago, St. Louis, Detroit,
Atlanta, Los Angeles



A Town & Country Interior

Within such residences mode is established—mode for furnishings, for woodwork and hardware, for all the hundred-and-one things that go to make a house.

There are thousands of such houses in which Town & Country is known which influence tens of thousands of houses where now it is unknown.

Town & Country

Established 1846

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Creamer, 225 Fifth Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles, Cal.

Here are two proper questions

Does your catalog come close to showing your goods actually displayed, and explained by a capable representative? Does your class-paper advertising really awaken a desire to see that display and hear that explanation? If it's "No" to either of these, you need—

Cornell Ridderhof

Advertising
Times Building
New York

ment. Westpine Manufacturing Association, Portland, Oreg.

Look for Tillamook on the Road. Tillamook County Creamery Association, Tillamook, Oreg.

Lowers the Cost of Making Frost. The Carbondale Machine Co., Carbondale, Pa.

Mathews Conveyor Systems Increase Plant Profits. Mathews Conveyor Co., Ellwood City, Pa.

Mattress That Will Never Grow Old. The United Manufacturing Co., Oakland, Calif.

Modern Plumber's Trade Magnet. The Republic Brass Company, Cleveland, Ohio.

More Lehigh Cement Used Than Any Other—19 Mills from Coast to Coast. Lehigh Portland Cement Co., New York, N. Y.

More Than Sweetness. J. N. Collins Co., Minneapolis, Minn.

Overcome Skidding, Nerve Strain and Muddy Roads. American Chain Co., Chicago, Ill.

Perfect Salt—A Natural Tonic, A. (Iodized) Worcester Salt Co., New York, N. Y.

Protect the Records You Can't Insure. Art Metal Construction Co., Jamestown, N. Y.

Pure and White as Rainier's Snows. (Flour) Novelty Mills Co., Seattle, Wash.

Quality Built Into the Car. The Bock Bearing Co., Toledo, Ohio.

Rivaled Only by Reality. Federal Radio Corp., Buffalo, N. Y.

Service Beyond the Contract. Haas & Howell, Atlanta, Ga.

Slate, Consider Its Uses. National Slate Association, Philadelphia, Pa.

Spreads Like Warm Butter. The Kelley Island Lime & Transport Co., Cleveland, Ohio.

Taste the Difference. Chase Candy Co., St. Joseph, Mo.

Wears Like a Pig's Nose. (Men's Overalls) W. M. Finck & Co., Detroit, Mich.

Weigh to Profits, The. Stimpson Computing Scale Co., Louisville, Ky.

When Appearance Counts. David Adler & Sons Co., Milwaukee, Wis.

When It's Wet It's Dry. Worcester Salt Co., New York, N. Y.

When She Knocks Use Dox. (Motor Remedy) Dox Company, Brooklyn, N. Y.

When You Think of Sweetness. J. N. Collins Co., Minneapolis, Minn.

You'll Appreciate the Flavor. (Coffee) Crescent Manufacturing Co., Seattle, Wash.

New Accounts for Lyddon & Hanford Agency

The Dalquist Manufacturing Company, Boston, hot water heaters, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account.

The Craftex Company, Boston, manufacturer of Craftex plastic wall paint, has also placed its account with this agency.

Magazines, newspapers and business papers will be used for both of these accounts.



17,363,857 LINES

*THE COLUMBUS DISPATCH Advertising
Record for the first ten months, 1925*

The Dispatch exceeded the next largest Ohio newspaper by 2,017,057 lines—and all other Columbus newspapers combined by 2,908,834 lines.

FIRST IN
CIRCULA-
TION

FIRST IN
ADVERTISING

NET PAID CIRCULATION

City	54,651
Suburban	26,637
Country	22,238

Grand Total	103,526
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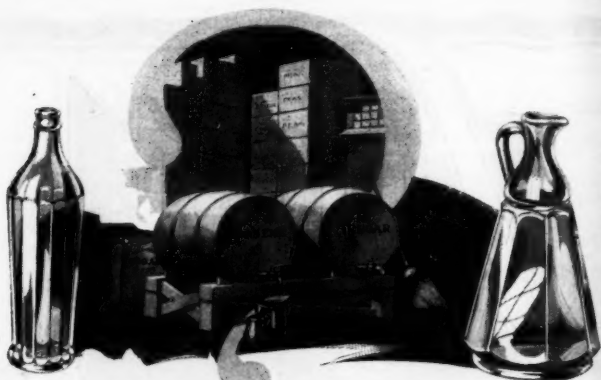
LARGEST IN CENTRAL OHIO

FIRST IN
NEWS

FIRST IN
READER
INFLUENCE

Columbus Dispatch

OHIO'S GREATEST HOME DAILY



WHICH IS GOING TO SUFFER?

THAT'S easy—for we all know it doesn't take much kerosene to spoil a lot of vinegar. When barrels of these two products rest side by side in the back room of the grocery store—a drop on the spigot or a splash on the side may penetrate and give otherwise good vinegar a decidedly kerosene taste.

Vinegar in bottles, however, is sealed tightly so there is no possibility of contamination. It is exactly the same good product when it reaches the home that it was when it left the factory.

In addition, bottled vinegar commands prominent display on the grocers' shelves, which is of inestimable value in building greater sales volume.

The glass package is sanitary. It is transparent. It is a powerful factor in modern merchandising which is giving many products, formerly known as bulk goods, the power to speak for themselves.

Illinois Glass Company

Established 1873

ALTON

ILLINOIS

Two Orders from a Thousand Letters

On This Basis the Hascall Paint Company Built a \$500,000 Sales Volume Making a Profit of Two Dollars on Every Ten Spent for Postage
—New Postal Rates Now Threaten to Destroy Business

TWO orders from every thousand letters sent out! A return of two-tenths of 1 per cent on its direct advertising. This return in actual cash amounts to \$84. On that basis the Hascall Paint Company of Cleveland, selling direct to the consumer, has built up a business that has an annual sales volume of about \$500,000.

Facts and figures on this company's method of operation, its returns from its direct-mail advertising, its finances and its profits were related by E. J. Chappell, treasurer and general manager, and by John B. Downie, auditor of the company, before a meeting of a special Congressional Postal Rates Committee at Buffalo, N. Y. From the statements made by these two witnesses, as recorded in a printed report of the meeting, the following information is gleaned:

The Hascall company is almost twenty-one years old. It was formed in 1904 as a partnership and two years later was turned into an incorporated business. It manufactures and sells paints and roof coverings direct-by-mail. It has never employed a salesman. All of its business during its entire existence, with the exception of a small amount arising from a very limited campaign in farm journals, has come from mailings of circular letters and descriptive literature on its products direct to the consumer.

Of its total volume of business 90 per cent is on roof coating. This roof paint it seeks to sell in bulk quantities of at least one barrel. A barrel contains sixty gallons and is sold at \$42, or at the rate of seventy cents per gallon.

The product is a standard commodity. Any number of paint companies sell it. The only selling appeal that the Hascall company can make is that its selling method results in a low price. "The aver-

age price of this product through salesmen," says Mr. Chappell, "in territory east of the Mississippi is \$1.10 a gallon. . . . We are offering in this roof coating a commodity that if bought in any other way, would cost the consumer fully 50 per cent more than we are charging for it. . . ."

From this statement it would naturally be assumed that the Hascall company has a great advantage over competitors. "But," says Mr. Chappell, "you need not overlook the fact that the competitor has his field man. He has his salesmen in the field, and he has the advantage of personal contact with the customer. We have to put our stuff in cold figures and letters. If the customer is in the mood he will order, and if he is not, he won't."

THE MARKET

The market for this company's product is from Maine to California. It does business with individuals and corporations that are property owners. So far as individuals are concerned it makes no bid for the individual property owner whose sole property is the house in which he lives. The individual it wants is one who owns a number of buildings. The farmer, because he usually has several buildings on his land, is, of course, a desirable prospect.

From such prospects the company has built up its mailing list, selecting them, as Mr. Chappell says, "with utmost care."

The company's chief advertising matter is "a mimeographed letter—an imitation typewritten letter—filled in with the prospect's name and address." With it are enclosed a descriptive circular of the roof coating; an order blank, and an unstamped, self-addressed envelope. This matter is sent out under third-class rates. All of

this advertising matter aims for orders, not for inquiries.

For the five years ending December 31, 1924, the company mailed 27,593,000 pieces of third-class mail. That figure represents a yearly average of 5,518,000 pieces. In those five years it has spent \$275,000 for third-class postage, or a yearly average of \$55,000.

In 1920 on every thousand letters sent out the company made a sale of 2.2 barrels. The number of letters mailed that year amounted to 4,605,410.

In 1921 the sales return was 1.85 barrels on every thousand letters. The total letters sent out reached 6,395,627. The sales return per thousand letters in 1922 was 1.67; in 1923, 1.86; and in 1924, 1.78 barrels. (The price of the product was lowered in 1923 and 1924.) The exact number of third-class mailings for the last three mentioned years were: 1922—5,376,210; 1923—5,663,482; 1924—5,552,696.

In an endeavor to better its sales return from these mailings the company has at different times made various experiments on postage and on the form and appearance of its letter.

In March of this year, when the new postal rates went into effect, third-class mail was raised from one cent to one and a half cent. About three weeks before this change took effect, the company made a test to see if the use of first-class mail would increase its sale per 1,000 letters. A territory was picked out to be circularized by 50,000 letters. Of this amount 25,000 were sent by first-class mail in a sealed envelope carrying a two-cent stamp. The other 25,000 went by third-class in an unsealed one-cent envelope. "The returns," said Mr. Chappell, "on the two-cent mail were, I think, something like fifty-one orders, as against forty-nine for the other." Mr. Chappell made clear the point that this was not the first of such tests. "We have been doing it periodically for years," he said.

"We have tested," he continued, "every conceivable plan to keep our sales cost down. We have tried highly colored lithograph

circulars and paid \$4, \$5 and \$6 a thousand for them, thinking that from a greater advertising value we would get better returns. In no case in any of these tests have we exceeded the amount required to take care of the additional expense, whether for first-class postage or for high-grade printed matter."

Advertising matter is sent out every month in the year. The mailings in the winter, for obvious reasons, are not, however, quite so heavy as in the summer. But, winter or summer, the company must continually keep on with its mailings. "A commodity of this sort," says Mr. Chappell, "is used only once in three or four years. . . . I don't know how many. . . . are ready at any time to send in our card. If we do not get them to order one month we write again the next month."

CUSTOMERS NOT OVERLOOKED

Satisfied customers, who have given repeat business, get just as much advertising attention as prospects. "We keep our name," says Mr. Chappell, "before our customers; that is a part of our system. We have 100,000 satisfied customers on our books today, and we could not keep them if we did not send them our literature periodically to remind them that we are still in business. It is not a commodity that they are buying monthly; it is bought every three or four years, and if we discontinued sending circulars to a customer as soon as he became a customer he would forget all about us by the time he came to buy again.

Sampling is also used by the company in order to get business. From 15,000 to 18,000 samples are mailed out by parcel post every year. The amount of roof coating sent in a sample varies according to the prospect. It may even amount to as much as a gallon. "If the superintendent of the Jones & Laughlin Steel Company wants some to try, we would not want to send him a little tiny vial. We cannot be pikers." This example, quoted from Mr. Chappell's testimony, indicates the

PHOTO-ENGRAVING makes every town a Fashion Center

HOW THE MANNEQUINS
PARADE ACROSS THE PRINTED
PAGE • Told by JAMES WALLEN

PAUL ADAM defined fashion as "the art of bringing before the mind's eye on the body of a graceful woman—all the wealth of our planet; the precious stones of its mines; the wool of its flocks; the skins of its wild beasts; its silks, flax and cotton; the plumage of its birds and the pearls from its seas."

The rich and lovely stuffs of which style is made must be presented pictorially to bring them before the ever increasing audience of women with the inclination and means to dress supremely well.

Photo-Engraving is the national shop window thru which women everywhere witness the fashion promenade—the mannequins parading across the printed page.

Photo-Engraving has enabled the makers of women's wear to synchronize their production. A style makes its debut on both sea-boards and across country simultaneously.

The American Photo-Engravers Association likewise has made it possible to secure a uniformly fine quality of engraving everywhere, thru the great educational program of the craft.

The ideals of the Association are set forth in a booklet "The Relighted Lamp of Paul Revere" which will be sent you for the asking, either by your photo-engraver or the Association executive offices.



Look for this Emblem



Portrait of Frances McCann by Arnold Genthe

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Copyright, 1925, American Photo-Engravers Association

company's policy on sampling."

Under the old third-class postage rates, which meant that letters were mailed at one cent postage, according to Mr. Chappell, the company could always figure on a net profit of \$2 for every \$10 spent in postage. That is to say every time the company sent out a thousand letters it could mark down a net profit of \$2. Detailed figures as given by Mr. Downie supported this statement. Here are the figures:

Selling price per barrel (average 60 gallons)	\$42.00
Less freight allowance, averaging 10 per cent of sale.....	4.20
Net Sale	\$37.80
Deduct cost of goods and operating expenses, including circulars, bad debts, and all other expenses, except postage on third-class matter	31.08
Net profit before deducting third class postage expense.....	6.72
Deduct third-class postage expense at old rates.....	5.62
Net profit per barrel with old postage	\$1.10

The figure quoted above, \$1.10, as net profit, it should be under-

stood, is definitely given as being on one barrel. It will be remembered that the average return on 1,000 letters is about two barrels. Hence, if Mr. Downie's figure is multiplied by two it will readily be seen that it substantiates Mr. Chappell's assertion that the company could count on a profit of \$2 on \$10 spent for postage when it could mail 1,000 letters at a total postage expense of \$10.

Mr. Downie's purpose in giving these figures and his purpose in all of his testimony and in the testimony of Mr. Chappell was to show that with the postage rate raised from one cent to a cent and a half for third-class mail the company could not make a profit. With its postage bill increased from \$10 per 1,000 to \$15, the company was in for a loss, since there was no way to increase returns. He advanced the following figures to prove that point:

Selling price per barrel (average 60 gallons)	\$42.00
Less freight allowance, averaging 10 per cent of sale.....	4.20
Net sale	37.80



MORE POWER TO YOUR ADVERTISING
..... *and less waste!*

"THERE are so many wastes in advertising," said one advertiser, "that you'd have to write a book upon the subject." That is just what we have done. Our book "Waste Places" will be sent to interested advertisers on request.

Doyle, Kitchen & McCormick, Inc.

2 WEST 45th STREET NEW YORK

Advertising



Talking About Durability

WHILE the new Chicago Union Station was being built, a big sign 96' x 36' told passers-by that the roof was there to stay.

It was an Ing-Rich Sign.

Naturally. Only Permanence can tell a story of Permanence. You can't be impressive with a sign that looks like the breaking up of a hard winter after it has been rained on a couple of times. Which is just one of the reasons why far-seeing advertisers mark the stores where their merchandise is on sale with permanently brilliant, colorful Ing-Rich Signs—pure mineral porcelain fused into a sheet steel base.

If you use outdoor signs it will pay you to write for the Ing-Rich catalog and specimen sign.

Ingram-Richardson Mfg. Co.

College Hill

Beaver Falls, Penna.



ING-RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

The Farm Home Market



*Helt Township Ladies Sewing Class
Vermillion County, Indiana*



*Workshop showing farm machinery and
equipment*



Demonstration of washing machines

THE Home Economic Service of the United States Department of Agriculture is a big factor in the tendency of farm homes to become homes of comfort, convenience and pleasure.

The day is here when every product used in the average prosperous city home, can be sold to the farm family.

Go right down the line—from radios to egg beaters, you'll find the Home Economic Service extolling its advantages.

The Farm-home is undergoing a transition! A rare opportunity to broaden your market if you'll get in touch with all the Members of the Agricultural and Home Economic Service through FARMING TOPICS.

FARMING TOPICS
Tribune Tower : : Chicago

Deduct cost of goods and operating expenses, including circulars, bad debts, and all other expenses, except postage on third-class matter 31.08

Net profit per barrel before deducting third-class postage expense 6.72
Deduct third-class postage expense at new rate 8.43

Net loss per barrel with new postage rates in effect..... \$1.71

Under the new rate of postage, according to these figures, the company can count on a loss of \$3.42 on every \$15 spent for postage for each 1,000 letters that it sends out.

The suggestion that the company raise its price was made. To this Mr. Chappell replied:

"We have to sell our trade on the basis of price alone. The mail-order buyer goes to a mail-order house because he is looking for something cheap. We are not a mail-order house, although operating the same as a mail-order house would operate, except that we have only the one line. Our customer buys by mail, because of—what? He is a private buyer, largely. Of course we make our offers very strong and as convincing as we know how to write them. Nevertheless, every time we have experimented with advancing the price we have noticed an immediate shrinking of returns. . . .

"The wider we can keep the margin between our price and the price that the salesman on the road must ask the better our opportunity for a satisfactory return, but the nearer we come to the salesman's price the less opportunity we have for getting business. . . . If we were going through a period of rising markets or rising costs we could ride right along with the rest by adding that five cents a gallon—and then we would only break even."

Senator Phipps, a member of the investigating committee, suggested that prices be lowered in order to increase returns. Mr. Chappell replied that this would be flirting with fire. Later Mr. Downie took up that point and said: "We did try that . . . back in 1923. The returns had declined.

WORLD CONVENTION DATES

(Established March, 1916)

COMPLETE AND AUTHENTIC
RECORD OF COMING

CONVENTIONS and
EXPOSITIONS

Gives meeting place, dates, secretary's address and attendance for more than 10,000 International, National, Regional and State Conventions, Expositions, Fairs and Banquets to be held during the coming year in the United States, Canada and European Countries.

The special DECEMBER number will furnish a record of more than 4,000 important 1926 events, for which the meeting place and dates have now been decided. Start your annual subscription with this important issue.

Yearly Subscription (12 issues), \$15
(Descriptive leaflet No. 16 Upon Request)

HENDRICKSON PUBLISHING
CO., Inc.

1402 Broadway, New York City

come

☞ You are invited to come in and talk over your direct advertising. Our exhibit might give you an inspiration.



CURRIER & HARFORD L^{td}

Selective Advertising

27 East 31 New York Cal 6076

Before the decline, they averaged 2.2 barrels to the thousand letters sent out. Then they dropped down to 1.67, and we thought just as the Senator did, it might be a good thing to drop the price and increase the volume, and we dropped in 1923 . . . from 70 to 65 cents. . . . It didn't increase the volume anything to speak of, and we were simply taking that out of the profits, and then we had to go back to the higher prices."

A third alternative is that the company might change its selling method. On this possibility, Mr. Chappell said:

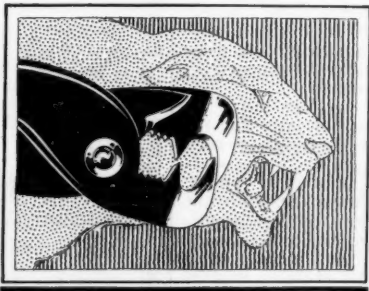
"We have only the one line and one method of getting it. We cannot change that method, for the reason that we have educated others to the theory of economy in purchasing. We have pointed out, through a series of twenty years' educational propaganda, that we are in a position to sell a needed material for the preservation of buildings under this method at a much lower price to the consumer than he can otherwise obtain through a competitor who

sells through the ordinary channels, which are more or less cumbersome—dealers, jobbers, and salesmen who make personal solicitation."

Concerning the future of the business, in an endeavor to show what a seemingly slight raise in postage will do to a mail-order business dependent upon a return of two-tenths of 1 per cent on its mailings, Mr. Downie made this statement:

"So, as far as we can see, about all the value we have built up in a period of twenty years in our mailing lists will be practically wiped out. . . . We have cut our mailings now, and many other large concerns have done the same. Yet we will go back to large mailing to try that out for this year. So it is an uncertain proposition. If in the final analysis it shows as these figures indicate, and as the figures for the first six months of 1925 show, we are in the red now and will wind up with little or no profit at all, until, maybe, in one or two years we will have to go out of business."

Figure Work
Lettering
Borders
Catalog
Covers
Posters



Display Cards
Photo
Retouching
Technical
Drawings
Maps

Drawings that fairly TALK!

In addition to those qualities which stand for excellence of rendering, our drawings express the idea of the advertising man with positiveness and vigor—an attribute that gives them high attention value and super selling-power.

When confronted with the hard-to-render idea, call Beckman 7224-4589.

A.G. HAGSTROM CO. INC.

Art Service-Technical Service
116 Nassau Street. New York

The **MAGAZINE** *of* **WALL STREET**

announces
the appointment
of

DICK JEMISON

Vice President
Hal T. Boulden & Associates
Incorporated
Finance Building
Cleveland, Ohio

as its
Representative
for the
States
of
OHIO and MICHIGAN

The Largest paid circulation of
any financial or banking publi-
cation in the world.

GREAT EXPECTATIONS

Our clients know that we not only keep our promises and produce "satisfactory" work but that the details will be so carefully watched that the completed job will measure up to their expectations.

KESS & HARRIS PRESS

INCORPORATED
PRINTING
Direct Advertising
244 WEST 38TH ST. NEW YORK
Lackawanna, N. Y. 8831-8832



SALES MANAGER

With Successful
Record—

Organizing a Sales Force
Making Men Produce
Making the Best of Poor Material
Making Salesmen Co-operate
with Advertising Plans

YOUNG—CREATIVE—
ANALYTICAL—AGGRESSIVE

Able to Plan Sales Promotional
Matter and Able to Get It Used

Willing to Locate Almost
Anywhere

JOHN D. CASSIDY

Lexington Street
Rockville Centre, N. Y.

E. T. Sadler Agency Adds to Staff

Fred A. Koenig, formerly extension director of The Holstein-Friesian Association of America, and David T. Golden, formerly with the Ernest J. Krueger Engraving Company, Chicago, have joined the staff of The E. T. Sadler Company, advertising agency of that city. Mr. Koenig has been appointed an agricultural account executive. Mr. Golden becomes space buyer and production manager.

J. Q. Williams to Conduct Own Business

J. Quinn Williams, who has been in the car card advertising field for a number of years, has opened an office at New York, for the production and design of booklets, catalogues and general sales literature. He was at one time a member of the Norman Pierce Company, direct-mail advertising.

Hawley Quier Wins Publishers' Golf Tourney

The fall golf tournament of the American Newspaper Publishers' Association was won by Hawley Quier, of the Reading, Pa., *Eagle*, with a low gross score of 79. A. R. Trainer, of the Saginaw, Mich., *News-Courier* was runner-up, with 88. The tournament was played last week at White Sulphur Springs, W. Va.

Victor Klebba with Superior Advertising Service

Victor Klebba, formerly sales promotion and advertising director of the Bonnet-Brown Corporation, Chicago has joined the Superior Advertising Service, Inc., of that city, as vice-president. He also was at one time advertising and correspondence counselor of Butler Brothers, Chicago.

October a Record Month for Childs

During the month of October, the sale of meals by the Childs Company, chain restaurants, totaled \$2,245,654, and established a new monthly record. This was a gain of 7½ per cent over October, 1924.

Harry Marx Adds to Staff

Edmund Davenport and B. G. Seilstad have been added to the art staff of Harry Marx, New York, advertising illustrations. Mr. Seilstad had been with the art department of the New York *World*. Charles Faldy, of Stanford Briggs, Inc., New York, also has joined the Marx studio.

HOMMANN TARCHER & CORNELL INC

Advertising & Marketing



Clients

FREED-EISEMANN RADIO RECEIVERS
Freed-Eisemann Radio Corporation, Brooklyn, N. Y.

SMITH BROTHERS COUGH DROPS
Smith Brothers, Poughkeepsie, N. Y.

ESTERBROOK STEEL PENS
Esterbrook Pen Mfg. Co., Camden, N. J.

COHN-HALL-MARX FABRICS
Cohn-Hall-Marx Co., New York

WHITE ROSE TEA
Seeman Bros., New York

BORDEN FABRICS
American Printing Co., Fall River, Mass.
Selling Agents: M. C. D. Borden & Sons, New York

BENRUS WATCHES
Benrus Watch Company, New York

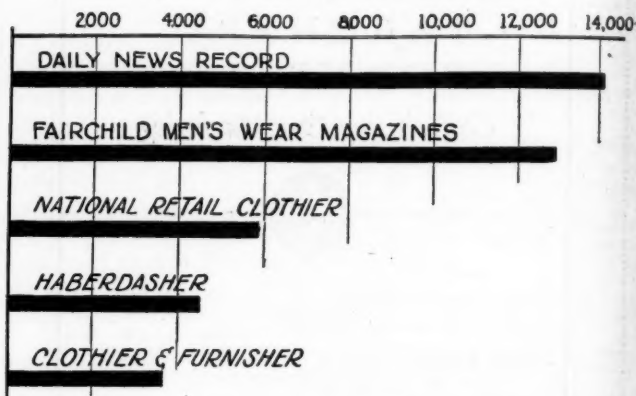
STEVENS SPREADS
Stevens Mfg., Co, Fall River, Mass

SELECTRON
Audak Co., New York

25 WEST 45th STREET · NEW YORK

CIRCULATION

*of the Men's Apparel Trade
Papers in the United States*



Circulation of the Men's Apparel Trade
Papers in the Five Key States
—New York, Pennsylvania, Massachusetts, Illinois and
California.



Leadership!

By every test the Fairchild Publications are dominant beyond challenge in their fields.

A copy of booklet showing Fairchild circulation by cities in every state is yours for the asking.

FAIRCHILD PUBLICATIONS

Daily News Record
Men's Wear
Men's Wear-Chicago Apparel
Gazette
Women's Wear (Daily)
Women's Wear Magazine

8 East 13th St., New York

Branch Offices in principal cities
here and abroad

AutoStop Uncovers a New Tie-Up Plan

Uses Backs of Theatre Tickets As an Auxiliary to Its Theatre Program Advertising

THE AutoStop Safety Razor Company is experimenting with a new tie-up plan as an auxiliary to its theatre program advertising. It is using this new auxiliary medium to sell AutoStop utility knives. This knife is made of an AutoStop blade and a special holder. It was first marketed by the company for the purpose of giving owners of AutoStop razors a chance to get additional use out of their used blades. The company offered the utility knife to the public with one new blade in it at a retail price of fifty cents.

What happened was that non-users of AutoStops, as well as users, bought the knives. Consequently, a new market for AutoStop blades was created and in the safety razor business the sale of new blades is a very important, perhaps the most important end of the business, as in many refill businesses.

When N. R. Maas, vice-president and advertising manager of the AutoStop organization, saw that the effect of the utility knife was to broaden the buying market of AutoStop blades, he endeavored to find some way to get the knife into more hands without actually giving it away.

It occurred to Mr. Maas that the theatre would be a very good agency to get representative widespread distribution for the knife. This thought led to the idea of utilizing the back of theatre tickets as a way of getting unusual coupon advertising for the knife. A short time ago, he made an agreement with the Shubert theatres in New York whereby he obtained the right to use the space on the back of all their tickets for advertising purposes. He agreed, in return, to pay the entire cost for the printing of the ticket and paper, thus relieving the theatres of their entire overhead cost on tickets.

On the larger portion of the

ticket, the part handed in at the entrance to the theatre, there was a brief advertisement for the AutoStop razor. The stub, retained by the buyer of the ticket, was the coupon. The stub was headed in large capital letters, "This is Valuable!" Then, on the next line were the words: "Worth 25 cents." Following that came the company's offer in these words: "Send this stub and 25 cents to us and we will mail you a Valet AutoStop Utility Knife, (retail price 50 cents). Useful for men and women — Cigar Cutter, Pencil Sharpener, Seam Ripper, Paper Knife, etc."

The company's name, its street address, and a statement to the effect that the offer would expire on January 31, 1926, were also carried on the stub.

"It is a habit, we know," says Mr. Maas, "for people to keep the stubs of their theatre tickets. We felt that they would notice our advertisement on the back of them either during the show or after they got home.

"In order to guard as much as possible against the advertisement being overlooked, in our theatre program advertising we have referred to it by a line that says: 'See Reverse Side of Your Theatre Ticket Stub'."

PLAN IS SUCCESSFUL

When Mr. Maas was interviewed, the plan had been in operation only for two weeks. During these two weeks, however, such a large number of orders had come in with theatre ticket stubs that Mr. Maas believes it will pay the company to continue the plan for some time to come.

The Shubert theatres which have been used, so far, are all in New York. The letters ordering the knife, however, came from many different parts of the country. This point is especially gratifying

For Seventeen Years

I have been producing advertising—planning, creating, designing, writing, and carrying advertisements through to completion.

Now, for good reasons, I wish to join an advertising agency which needs either

A Service Account Executive who can function with clients with difficult problems, or

A Production Manager, who not only meets with clients, gets their viewpoints, finds their needs and plans their campaigns, but who also can supervise the Art and Mechanical Departments.

I know enough about advertising to realize how little I know and that every problem needs its own solution—

Though I originated most of the advertisements I have produced, I have had enough experience to appreciate the other fellow's viewpoints, ideas and copy—

Have directed artists for years—

Have handled all kinds of engravings and printing by all processes—

Have created advertisements for almost all businesses — National, Newspaper, Direct Mail and Point-of-Sale advertisements—

And for fifteen of these seventeen years, I have met, sold and functioned in close contact with advertisers and advertising agents.

My old customers are best able to judge my ability and their letters I will be glad to show.

Phone or drop me a line setting a date when we can meet and talk business. Salary and other details we can discuss then.

HENRY HALE, Jr.

Care Advertising Club of New York
23 Park Ave., New York City
Phone Caledonia 1810

to Mr. Maas, as it upheld his guess that he would get a widespread distribution for the knife.

In mailing out the knife, the company takes advantage of an opportunity to get some extra advertising copy before each customer. The knife goes out under the protection of two envelopes. The mailing envelope is of the regulation letter size. The knife itself, however, is in a strong, but smaller manila envelope. The smaller envelope contains on one side a thank-you letter reading:

Dear Theatre-Goer:

We have pleasure in enclosing herewith a Valet AutoStrop "Utility Knife" in accordance with our offer which appeared on the reverse side of the theatre ticket.

This is the knife of a thousand uses and we hope you will like it.

Very truly yours,
AutoStrop Safety Razor Co.

The other side is an illustrated advertisement with reason-why copy on the company's main product—the Valet AutoStrop safety razor.

Thus, theatre ticket, theatre program and direct-mail advertising are combined to sell a knife and get over sales arguments for a safety razor.

J. C. Healy Opens Office at Chicago

John Craig Healy, recently with the Smith-Paulson Advertising Service, Inc. and formerly with the McCutcheon-Gerson Service and Albert Frank & Company, all of Chicago, has established himself independently as a copy writer and counsellor to advertising agencies and service organizations with an office at Chicago, where he has been in advertising work for eighteen years.

S. W. Forman with H. & J. Stevens Company

Stanley W. Forman, formerly general sales manager of the Gagnier Stereotyping Foundry, Detroit, has joined the H. & J. Stevens Company, Grand Rapids advertising agency, as an account executive.

James F. Birmingham Dead

James F. Birmingham, vice-president and general manager of the Butterick Publishing Company, New York, for the last twenty years, died on November 12, at that city at the age of fifty-eight. He had been with the Butterick company for nearly forty years.

Nov. 19, 1925

PRINTERS' INK

183

Williams

KORK-N-SEAL

THE CAP WITH THE LITTLE LEVER

THE R. L. WATKINS COMPANY

TOLUENE AND PROPRIETARY PREPARATIONS

1211 WEST THIRD STREET February
CHICAGO, ILL. Seventh
1925

Mr. Geo. A. Williams, President,
Williams Sealing Corporation,
Decatur, Ill.

Dear Mr. Williams:-

You no doubt will be pleased to know that we have just completed our tenth year as a user of Kork-N-Seal, and that during this period we have considered the adoption, and have tried out many closures, but have found none of them as satisfactory as Kork-N-Seal.

Kork-N-Seal has been efficient not only as an original seal, but as a reseal, and we believe that it has a definite sales and advertising value. During the ten years we have used Kork-N-Seal on Mulsified, we have never had a leakage complaint.

We have six of your CK machines in operation and are pleased to advise that we hardly know that we have these machines in the place, as they give us absolutely no trouble. We can easily get a production of 20 per minute from each of these machines.

We also want to advise you that, during the ten years you have served us, we have never had anything but the very best of service, prompt, efficient and reliable, and that our business relations have been exceedingly pleasant.

Yours very truly,

THE R. L. WATKINS COMPANY

BY *R. L. Watkins*



There is advertising value in
KORK-N-SEAL

WILLIAMS SEALING CORPORATION
DECATUR, ILLINOIS

Three Young Men Wanted In Art Department of Large Chicago Corporation

1. A personal assistant to the Art Director; who has had some catalogue experience, is familiar with mechanical processes, can handle a large volume of detail work, and who can "follow through" an assignment until completely finished. He need not be an artist, but should know the language of commercial art. Previous contacts with studios would be valuable, but not essential. Above all, he should have patience, initiative and executive ability.

2. An accomplished layout man who has had considerable experience in creating and developing direct-mail dummies. This man should be one who is ready to cash in on a wide, valuable and practical experience. If he has also done mail-order work, he will be given preferred attention.

3. A young commercial artist who is a comer. He will be used largely to finish up rough ideas furnished by our layout experts, but will also have the opportunity to do original work. If he is the right man he will benefit greatly from the contact, experience and inspiration of some of the best artists in the country.

¶These men will all be urged to develop their fullest expression and ability. They will work in a pleasant, broad-visioned young men's organization of unlimited opportunity. In replying please state age, experience, religion, approximate salary requirements, present employer—all in confidence. Interviews in New York or Chicago.

Address "Z," Box 165, care of Printers' Ink.

"The Man from Maine" Has Truly Defined Advertising

H. E. LESAN ADVERTISING AGENCY, INC.
New York, Nov. 4, 1925.

Editor of PRINTERS' INK:

Referring again to that interesting "How-old-is-Ann" question, how to define advertising, a little man from Philadelphia, who has made a modest success in publishing based almost entirely upon successful advertising, gave a definition at Poland Springs this last summer that sounds awfully good to me.

Like Earnest in Hawthorne's "Great Stone Face," for years I have been watching for the right man to come back to the Valley of Advertising with its right definition. Like Earnest, I have heard some definitions that for a while I thought were the right ones, only to lose my enthusiasm as time went on, and, like Earnest, again to look for the true definer to come.

I decided to turn Cyrus Curtis' definition over in my mind thoroughly, before again throwing up my hat. And now my hat is up.

As you will remember, Mr. Curtis is reported to have said that "advertising is the essence of public contact."

Let's synonymize it a bit:

"—the life of contact with the people at large."

"—the soul of public touch."

"—the spirit of common interest."

These synonyms expand the meaning perhaps, but none is quite so pat as that of "The Man from Maine."

The difficulty I have found with previous definitions has been that when I applied them to advertising, distinct from "news," "publicity," etc., either they did not work at all or they failed to "cut out" paid advertising from the common herd and round it up by itself, so to speak. Curtis' definition seems to have done this successfully.

Because, after he has said all that is possible in "news" or "publicity," one engaged in selling goods or service is not reaching his market as he should, or as profitably as he could if he employed "the essence of public contact," paid advertising.

Perhaps others have tried or would like to try this definition over on their pianos.

H. E. LESAN ADVERTISING AGENCY, INC.

H. E. LESAN,
President.

W. B. Erwin to Leave Paraflector Company

W. B. Erwin, vice-president and director of The Paraflector Company, Minneapolis, Minn., will resign from that company on December 15.

Lebanon "Reporter" Appoints Carpenter & Company

The Lebanon, Ind., Reporter, has appointed Carpenter & Company, publishers' representatives, as its national advertising representatives.

Who is FAWCETT?

Starting with only an idea in 1918, today the owner of five enterprises doing an annual business in excess of \$3,000,000.00.



CAPTAIN ROSCOE FAWCETT
General Manager
FAWCETT PUBLICATIONS, INC.

**COMBINED
CIRCULATION
OF ALL
FAWCETT
MAGAZINES
OVER
500,000
MONTHLY**

Like many magazine editors, Captain Roscoe Fawcett had his early training on metropolitan newspapers.

Among his most interesting and valued newspaper assignments were the famous Gold-Field Nevada Strike of 1907, the Jeffries-Johnson fight at Reno in 1910, and his work as war correspondent.

At the outbreak of the World War, Captain Fawcett entered the army air service, later being appointed Commanding Officer of the 142nd Air Squadron, leading this organization overseas from Rockwell Field. He served at American Air Headquarters in London early in 1918, and later operated with the British Air Forces. Two weeks before the Armistice he was seriously wounded, and spent 16 months in British and American hospitals.

This training seems to have particularly fitted Captain Fawcett for his present work of supervising the issues of four magazines each month, each magazine different in text, illustration and editorial appeal.

That Captain Roscoe Fawcett has made a success of his work is shown by the tremendous popularity of Fawcett Magazines, which in a few short years have reached a combined circulation of more than a half-million a month.

FAWCETT PUBLICATIONS, Inc.

Publishers of

TRIPLE-X MAGAZINE

X-Western X-Detective
X-Adventure Stories

Circulation Guaranteed
100,000

NEW YORK ::

"FAWCETT'S" MAGAZINE

Human Interest—True
Stories and Fiction

Circulation Guaranteed
200,000

CHICAGO ::

"PARIS AND HOLLYWOOD"

An International Movie
Magazine

Circulation Guaranteed
100,000

ROBBINSDALE, MINN.



The FRONT DOOR Never Opens to Strangers

HOW much would you pay to have your product introduced into America's finest and wealthiest homes through their front doors? Your message delivered by a friend and received with graciousness and warmth. There are a few mediums through which this can be accomplished; one of the best is MoToR BoatinG, the leading publication for yachtsmen. The magazine that serves their most loved sport. It is their hobby paper. MoToR BoatinG will give you an entree through the front door and to the drawing rooms of America's first people at a rate per page per thousand circulation comparing favorably with rates you are now paying for mass circulation.



119 WEST 40th STREET
NEW YORK CITY

The owners of America's finest homes, the leaders of society, the biggest business men, the highest income group in the country, are yachtsmen.

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Fight Press Agency through Local Newspaper Associations

THE press-agent can be fought by newspapers through local newspaper associations, in the opinion of T. R. Williams, of the *Pittsburgh Chronicle-Telegraph* and *Gazette-Times*.

Mr. Williams set forth this opinion in an address before the fall meeting of the American Newspaper Publishers Association at White Sulphur Springs, W. Va., last week. His address was a plea for more effective local co-operation between newspapers. He gave many examples to prove the value of such co-operation. The subject of combating press agency was one of the examples. In dealing with that subject he said:

Local co-operation furnishes to my mind the best method and in many instances the only method of helping the free-publicity evil. The effective solution is to make an agreement with your competitor that publicity matter, both from the national and the local field, will not be published unless paid for, and in this way everyone will benefit and neither the local nor foreign advertiser can penalize or favor any paper for publishing or not publishing his publicity and you are all on the same footing.

Heads Organization Formed to Promote Utica

Henry R. Beebe, secretary of the Brunner Manufacturing Company, Utica, N. Y., has been appointed president of the Industrial Advancement Corporation, of that city. This organization proposes to make scientific studies of the industrial possibilities of the Utica district and then take steps to interest and bring to the city such manufacturing enterprises as can benefit most by the district's natural resources, location and other factors.

Edward D. Libbey Dead

Edward Drummond Libbey, president of the Owens Bottle Company, Toledo, Ohio, Owens tooth brushes, died at that city on November 13, at the age of seventy-one. He became interested in the glass industry in 1874 entering his father's business as a partner. Mr. Libbey was the first manufacturer to introduce the Owens bottle machine, an automatic glass blower. In 1888 he organized the Libbey Glass Company and served as president until its sale a few years ago to the Libbey Glass Manufacturing Company, Toledo.

Advertising Manager Available

Twenty years up through the ranks. Stenographer—Printing and Engraving Buyer—Copy Writer—Assistant Advertising Manager—Advertising Manager in Charge of Merchandising Division.

Supervised:

National Media
Business Papers
Window Displays
Direct Mail
House-Organ
An Inspirational Film for Dealers
Dealers' Helps
Dealers' Store Layout Service
Sold \$85,000 Company's Advertising to Dealers

Speaker at Salesmen's—Dealers'—Jobbers' local and national conventions.

And at 38, healthy, enthusiastic, with that degree of judgment and poise gained through daily contact with the executive minds of one of the nation's largest industries.

Address "X," Box 163, care of Printers' Ink.

Production

YOUNG MAN of proven ability. Seven years experience with well known advertising agency. Seeks change with opportunity for growth. Knows type, engraving, printing, etc.—also general agency routine. Good education. Qualified to fill position as Production Manager. Salary no immediate object.

Box W162, Printers' Ink

Do You Know the Drug Trade?

One of our clients desires a man who has achieved success in merchandising a men's toilet article through the drug trade. He must be a big man because this position has big possibilities. Perhaps some ambitious, competent man who is now an assistant will find here just the advancement he desires. Salary will be in accord with experience and ability to produce results. W. S. Hill Company, 323 Fourth Avenue, Pittsburgh, Pa.

COPY CHIEF

Available Soon

A producing executive who also knows and has bought Art. Carries through from ideas, plans, rough layouts and copy to continued personal contact with big clients.

A broad advertising man who is both mature and modern. Experienced in widely diversified fields; cigars to corsets; tooth-paste to tires. In short, the type of man who is seldom available. New York City. Christian.

Address "A," Box 166, care of Printers' Ink.

We Proved Our Product Is Not Seasonal

(Continued from page 6)

that greater profits could be gained by having a separate and permanent section for these rugs. Previously, stores mixed them in with grass, fibre and other rugs. By taking pictures of sections that successfully used the separate and permanent display plan, we were able to convince the dealer that such sections helped him to prove to the consumer that he had confidence in the Klear-flax line.

In advertising, we gained his co-operation in five ways. We first promoted our national campaign. Then we visualized it for him as a great advertising river that ran by his door. It would generate selling power for his store, we told him, if he would make use of it. We showed him how his local advertising would supplement our national advertising in putting the final punch across. We got him to go into direct-mail advertising to take fuller advantage of our national advertising.

We laid out very complete plans for the dealer to run this advertising river onto his selling wheel. There was a real job here, too, for the merchant wanted to advertise in every way but the one which we had found to be most successful. He would try to prove that linen would wear, that it was particularly adaptable for hard usage and so on. But we had found that these were not the things to stress. Having developed the idea in our national campaigns that the rugs were for the bedroom, we showed him that his best appeal to the housewife was on appearance and beauty at a reasonable price. We pointed out that he bought his new suit of clothes, first of all, because it was good looking. Utility and price followed. So it was with rugs. He must first stress good looks. Its usefulness, utility, at a reasonable cost, was a secondary con-

13,865

Paid Admissions



IN the long run, and shorn of all "deadheads," the box office record is the true story.

Each week 13,865 people in the shoe and leather business (more than 11,000 of them retail shoe merchants) each pay cash to read the *BOOT and SHOE RECORDER*.

The *largest paid subscription list* in the shoe and leather industry is the *easy, effective* Point of Penetration to that industry.

BOOT and SHOE RECORDER

The Point of Penetration to the Shoe Market

207 SOUTH STREET, BOSTON

Chicago
Cincinnati
St. Louis

A. B. P.



A. B. C.

New York
Rochester
Philadelphia

IS THIS TRUE?

"You cannot get a good copy-writer by advertising for him."

OF the good men who have worked with me all but one was made by me. If the Lord wants your company to have a good copy-writer—an exceptional man who has both sense and imagination—He will send you one. It is a matter for contemplation and prayer."

—from interview with managing director of successful advertising agency.

Tell your story in fifty words. Convince me that this generality does not apply to you. And, to illustrate the difference between soliciting and advertising, write—don't call—Mr. Johnson, 9th floor, 450 Fourth Ave.

I want to find an advertising agent

who will help me build up my promising accounts and close my prospects—

who has work for me to do

on a salary basis, until my billing is bigger.

Correspondence invited

from an out-of-town agent who will open a New York Branch under the right auspices.

Interested in a connection that promises permanence only.

Address "C," Box 168, Printers' Ink

sideration, with the linen itself as a major appeal.

Now our foundation is solid. Part of this solidarity is due to the emphasis we put on educating, not only the dealer, but the dealer's salesmen. The partnership ideal and our close working with the merchant for his successful selling has enabled us to accomplish a great deal in establishing a real co-operation with the salesmen. We have found that the store salesman is glad to know more about the product he sells and that the dealer is happy to have his men increase their selling knowledge. So we have gone into this phase very thoroughly.

BELIEVES IN PERSONAL WORK

We began with mail contact but have largely given this up for personal work by our own salesmen. We feel that the time used in talking individually and in groups to retail salesmen is time well spent. Our men have developed several good ideas. One is to feature the plan of making two sales at one time. In advocating this, they point out that the customer is being rendered a service by having linen rugs called to her attention at the time she buys a Wilton or any other type. Our men have stressed the idea that all human beings take a great joy in discovering something new and that when they do discover it they take equally great joy in telling others about it. This human trait, they tell retail salesmen, can be capitalized in linen rugs because, not only is linen a word that attracts women, but the discovery that a 9x12 linen rug weighing up to sixty pounds can be bought for \$40 will make a deep impression. If the salesman, after arousing this interest, makes a sale, he can be assured that the woman who bought the rug from him will not rest until she has told her friends about her discovery. This, it is pointed out, will bring new customers to the man who made the sale and will boost his commissions accordingly.

We go further and point out that showing a woman a new product gains her interest, not only for

DOMINATES

the Toilet Goods Field

Because~

it has the largest circulation in the toilet goods field—an editorial slant distinctly different than any other toilet goods paper.

25,000* Copies Monthly

blanketing every department store in the country selling toilet goods, every wholesale supply house and every drug store rated \$5,000 or more in towns of over 5,000 population.

[Send for rates and circulation analysis.]

Good Looks
MERCHANDISING
The Magazine of the Toiletries Trade

243 West 39th Street

New York City

*Guaranteed by
 Post Office receipts.

Trade Division

WESTERN NEWSPAPER UNION

Western Representative

FRED L. HALL

Offices at San Francisco, Los Angeles and Seattle

Wood, Putnam & Wood Co.

Boston and New York

is pleased to announce
the association with
this firm of

Philip Ritter, Jr.
Formerly President of the
Aldine Advertising Co., Inc.

Mr. Ritter assumes the
direction of the New York
Office as of
November 2nd, 1925.

Wood, Putnam & Wood Co.
Established 1904

BOSTON
178 Tremont St.

NEW YORK
105 West 40th St.

the salesman, but for the store. This point is a particularly fine argument to use on those stores which feel that they already are carrying all the lines they need to handle.

In addition to this type of personal contact, our men often work right on the floor with the store salesmen, and when requested will even go out and sell with the store's salesmen. This they are able to do because of the confidence built up through close contact with exclusive agents.

How much this co-operation helps to sell our rugs can be judged by the contrast offered by a retail salesman I talked with recently in a Chicago store. This man said he was not selling many of a certain brand of rug. "They are said to be washable and to improve with washing," he told me, "but I don't know whether they do." As a matter of fact, the manufacturer of this rug gets out washed samples which he shows to buyers. But this salesman did not know about the samples, and so he was not selling many of these rugs.

There's never any doubt whether salesmen of our rugs know if they are washable or not. Due to our efforts, they know all about them. We have taken the time to educate them to be good salesmen for our product.

SALESMEN ALWAYS ON ROAD

While all these ways of getting close to dealer and store salesmen have had their effect in leading the trade away from the seasonal idea, another big factor in making year-round sales for Klearflax rugs is the method of handling our salesmen on the road.

The theory behind this method is that steady business can be developed if the salesman has a comparatively small territory which he must comb thoroughly. Constant contact with dealers makes for a continuous flow of the small orders which are necessary to keep a filled-in stock.

It works out in this way. The arrangement with our salesman gives him a salary and expenses.

Above a certain sales figure, he also gets a commission. That is as usual. But the important point is that he is charged with traveling expenses for a certain number of days. Therefore, if he does not travel the full time it costs him money. Consequently, he works every day. If he doubts whether to make a jump to a certain city, he realizes that he has to pay the expenses anyway and will, in addition, lose possible commissions. So he makes the trip. He keeps close contact with his dealers.

The salesman takes with him a complete record of all orders and sales to each customer. Then, when he takes stock in the customer's store, he knows exactly how much the dealer has sold and what he should buy. The dealer, having accepted the idea of a complete stock, realizes that the salesman knows what he is talking about when he says that certain items should be filled in at once.

The result of this is a steady stream of orders, all year around, from the dealer to the mill. The mill, in turn, sends out a steady supply of merchandise on a satisfactory production basis. This is opposed to the semi-annual flood of orders with the ensuing allotments to dealers of much wanted pieces and the unsatisfactory mill production graph with its peaks and valleys.

I mentioned a while back that the representative stock had done much to bring Klearflax rugs out of the seasonal class. This is seen right here in the steady stream of orders. Because orders are made regularly, dealers are always able to fill in the most popular stocks and to make the most of them at whatever season they become popular. If some styles do not sell well, the dealer finds that he has just a few of them, instead of the load he would have had, had he been compelled to gamble six months in advance. So seasons mean very little to him with Klearflax except in so far as we do put out special numbers for special times of the year when demand is greatest. But the dealer has come to think of Klearflax rugs in terms of turnover and representative

GOODWILL OF MERCHANT IS NEEDED BY THE BIGGEST ADVERTISER

IT is comparatively easy to get product onto the retailer's shelf—it is a much more difficult operation to get it off.

To the manufacturer of a private brand, it means much if the dealer automatically thinks of and recommends his brand, when a product is called for under its general term.

The average dealer would be very glad to exert a little *extra effort* to advance the sale of a particular product, if a little *extra reward* were forthcoming. A favorable word from him goes a long way.

Send for our booklet—"How to Make Salesmen Out of Order-Takers." Please state nature of business.

THE PREMIUM SERVICE CO., Inc.
199 Franklin Street New York

EVENING HERALD LARGEST DAILY CIRCULATION IN THE ENTIRE WEST!

A circulation concentration of
96% in Los Angeles and
immediate suburbs!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Mc'oney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

READY!



Wire Now
for proof-
books and price!

STAR ADCRAFT SERVICE
241 W. 58th St. New York

stock instead of in terms of seasons.

It is expensive, I have heard, to travel men so much. The answer to that objection is that without such travel there would not be this regular business in fill-in orders and we would not now be out of the seasonal class. Besides, this plan of many visits in small territories enables our forty salesmen, two field managers and two sales managers to live with their merchants and get really close to them.

This contact enables us to duplicate window displays and other material in large quantities because we know that the stores will work with us to put the material across and we know that our men will have time to place it properly and get maximum sales from it.

The contact permits our men to show dealers very recent advertising of other stores; to show invoices and copies of new orders; to show pictures of new sections; to show direct-mail material of other dealers; and to put before merchants special events which they can capitalize on promptly.

Another benefit of small territories is found in reduction of sales expense through greater volume. Also, we find that we have a much better general control of steady sales.

Thus, our frequent visiting enables us to keep merchants in close touch with new ideas, many of which we aid the dealer in creating. We believe in encouraging the dealer to think and to create ideas that will help make sales, on the principle that creation produces interest and interest produces sales. The frequent visiting also enables us to keep merchants sold on the small fill-in order idea that permits us to merchandise most profitably for them and us; to keep their stocks free from stickers; to turn their stocks rapidly; and, most important of all, to eliminate the seasonal factor.

Our methods also enable us to minimize price cutting and to do away with cut-price advertising except at those special seasons when we make special offers that come from slow movers at the

ONE MAN IN 10,000 CAN APPRECIATE THIS—



AN advertising agency in New York invites the confidence of a man who seeks a real business opportunity.

In return for his confidence, ours will be extended, even to details of the enviable figures on our books.

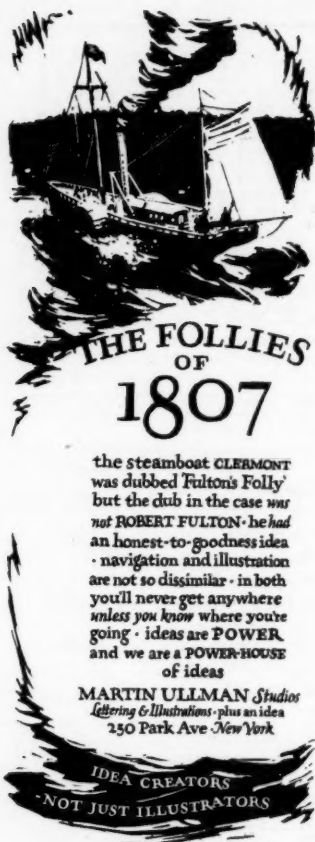
The man whom this will interest is doing big things now but will welcome a still larger opportunity. He may even head his own business—but perhaps a substantial ownership in ours would prove more desirable. He can bring to a soundly financed advertising agency the business he now directs.

The purpose of this advertisement is to find the right man. Capital is not sought. Further diversification of a profitable agency business is its object.

The man we are seeking may wish to meet us through a third party, perhaps his bank or his attorney. We will be glad to have him start negotiations in this way, or write direct, as he thinks best.

Address "B," Box 167,
care of Printers' Ink





WANTED COPY WRITER

Well-known New York advertising agency is seeking a man or woman who has had experience in writing and planning advertising for toilet goods or other accounts with feminine appeal. Write, giving full qualifications and accounts handled. All information held strictly confidential.

Address "D," Box 169, Care of
Printers' Ink

factory or from other such causes. Thus, we get uniformity and stability in prices.

As I said, we have not created new ideas in solving our problem. Our story shows how sound merchandising and advertising principles used every day in other lines were adapted to the needs of this industry. It shows one way of combating the tendency of the merchant or consumer to classify your goods as seasonal. And more important, it shows that sound principles used in conjunction with dealer co-operation will prove to him that your merchandise is not seasonal.

Lumber Dealers to Extend Advertising Campaign

Newspapers in Central New York are being used to popularize products handled by lumber dealers in a campaign being conducted by the Lumber Dealers of Oneida-Herkimer County, a co-operative association. An advertising office has been opened at Utica and the F. D. Stevens Advertising Agency, of that city, has been appointed to direct this advertising.

The association is devoting special attention to featuring seasonable material. For example, a recent advertisement stressed the reduction in fuel bills that could result from the proper use of storm sash doors. In addition to this newspaper space, the association is using direct-mail advertising. All inquiries received are referred to the various dealers in the organization to be followed up by their salesmen.

Results produced by the advertising to date have been so satisfactory that an appropriation large enough to carry the campaign along for the next eight months recently was made.

L. H. Clarey Joins Paul Block, Inc.

Louis H. Clarey, formerly on the advertising staff of the Crowell Publishing Company, New York, has joined Paul Block, Inc., also of New York. He also has been with the J. Walter Thompson Company and Street & Finney, Inc.

O. B. Kinnard Dead

O. B. Kinnard, president of the Kinnard & Sons Manufacturing Company, Minneapolis, Minn., and a pioneer in the development of the tractor industry, died at that city last week at the age of seventy-two. He was a member of the board of directors of the National Metal Trades Association.

Franklin A. Wales, Chicago, has been appointed Western advertising representative of the Rochester, N. Y. Daily Abendpost.



A Consolidation—and a Split!

We are glad to announce that on January first the consolidation of **Fire and Water Engineering** (1) (Established 1877, Member A.B.C. and A.B.P.) with **The Fire Engineer** (2) (Established 1912, Member A.B.C.) will make immediately possible a division that has long awaited the psychological moment—the split into separate magazines covering the two fundamental fields of Water Supply and Fire Protection,—“**Water Works Engineering**” (3) and “**Fire Engineering**,” (4)

WATER WORKS ENGINEERING

will be published 24 times a year, the 1st and 15th of each month, embodying all of the tremendously popular water works features of **Fire and Water Engineering**, a paper that enjoys the fullest confidence and cooperation of the American Water Works Association and other leading water bodies. It has long been regarded as the outstanding water works publication. New features of great practical value are being added. **Water Works Engineering** will reach more Water Works Superintendents, Water Commissioners, Water Companies, Managers and Engineers than any other paper of the field. An Editorial Advisory Board comprising six of the foremost water engineering authorities of the country will supervise the editorial development of **Water Works Engineering**. (Fire and Water Engineering's membership in both the A. B. C. and the A. B. P. will be retained.)

FIRE ENGINEERING

will be published 24 times a year, the 10th and 25th of each month. A consolidation of **Fire and Water Engineering** and **The Fire Engineer**, long recognized as the leading fire weekly and the leading monthly, respectively. The consolidated publication will reach more Fire Chiefs, Fire Commissioners, Industrial Fire Marshals, Fire Underwriters and Fire Officials generally than all other fire publications combined. Both publishing organizations will remain intact enabling **Fire Engineering** to cover even more effectively than heretofore the current news and the technical phases of the fire field. An Editorial Advisory Board composed of leaders in the field is being added, together with other editorial improvements of great value. (A.B.C. and A. B. P. Membership will be retained.)

Write for Rate Cards of these new publications and any further information you may require. At your service!

L. H. Case

Fred Shepperd

Karl M. Mann

FIRE AND WATER ENGINEERING, INC.
Publishers of “**Water Works Engineering**,”
“**Fire Engineering**,” and “**Farm Electric Dealer**”
225 West 34th Street, New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6300. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, G. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 63 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee, Roland Cole
E. B. Weiss, Bernard A. Grimes

Thomas F. Walsh

James H. Collins, Special Contributor
A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, NOVEMBER 19, 1923

Beware of Copy That Teaches Misuse

Misuse as well as the right use of a service or a product can be sold by advertising. An executive of a company interested in decreasing the moral hazards involved in insurance pointed out this fact in an address before an insurance advertising conference. His remarks on this subject were new thoughts to insurance advertisers, and judging from the interest of his audience in them, should have a salutary effect upon insurance advertising.

From among many instances where advertising can sell misuse as well as right use, that might be given, were the following two examples on automobile insurance.

"Don't," he said, "show in your advertising a picture of a car burning on a lonely road beyond all reach of help. If you have to show a burning car, picture it in a garage. When you show it burning on a lonely road you suggest to many minds an easy way of disposing of an insured car."

Then he continued with his second example, saying:

"Don't show a picture of a thief stealing a car that has been left out at night. Don't give that as the penalty. Then you teach a number of people a lesson that it is an easy matter to get a car and teach another group of people how to lose a car they would like to lose. Instead of showing such a picture, tell the careless car owner how quickly depreciation sets in on a car left out in the open at night."

These are insurance examples. They could easily be changed into certain other fields of business endeavor, and made to stand as lessons for those fields. As they now stand, however, we believe that they proclaim a sufficiently explicit lesson to all who need it to beware of advertising that either by extreme pictures or copy teaches misuse of either a product or a service in order to stress the importance of the right use of that service or product.

Department Stores Abandoning Cash Plan

Two more New York department stores have adopted the cash and credit method of selling. A few weeks ago A. I. Namm & Son, of Brooklyn, who have long been a cash store only, announced that they would extend a credit service to their customers. And now L. M. Blumstein, of 125th Street, also becomes a credit store, after having pursued the cash policy for many years. With these two desertions from the ranks of the cash department stores, there remain very few department stores in the United States selling strictly for cash.

Strangely contrasted with this condition in the department store field is the one in the chain-store

field. Never in all history have the chains made such progress as they have this past year. Not only have they increased in numbers and in the units controlled by each company, but also in volume of sales. The significant thing is that the chains sell entirely for cash.

The success of the chains in selling for cash in face of the credit policy of almost all other kinds of stores, might be taken to indicate that the need or the demand for credit is not so great as the operators of service stores have assumed. It would be a mistake, however, to come to any such conclusion. There will always be need for cash stores, especially in staple lines. A cash store should be able to sell slightly cheaper than a store giving credit. People who want to pay cash and effect this saving should be given the privilege.

But the demand for service stores will always be larger than the demand for cash stores. This is true even in the grocery field, where the chains, selling for cash, have achieved their greatest success. Not long ago **PRINTERS' INK** recorded a statement of F. D. Bristley, vice-president of the Royal Baking Powder Company, to the effect that a proportion of about two service grocery stores to one non-service store is about right.

Of course the demand for credit is not the only reason why department stores are so liberal in extending this service. The fact that most manufacturers of high price products are today offering a time-payment plan to the consumer, makes it necessary for stores handling these products to extend at least a partial credit service.

There is still another reason why large stores are finding it advisable to feature a credit service. Large stores are constantly obliged to reach out further for their trade. New York department stores maintain a frequent delivery service over a portion of three States. Traffic is becoming so congested that stores no longer expect all their customers to shop in person. Telephone orders and mail orders are destined to play an increasing-

ly important part in the business of department stores. The credit system has been found helpful in encouraging people living at a distance to buy, and in making it more convenient for the store to handle delivery orders.

This credit development shows how foolish we are to worry about business trends that at the time seem to be unfavorable. At one time we thought the mail-order houses would gobble up everything. Again it was department stores that were the object of our fears. More recently it has been the chains. But we need not worry. The public demands variety in our distributing machinery. The public's wants are too capricious and too complex to be satisfied with a standardized system of retailing.

Not the Sales Manager's Job

The salesman calling on retailers, if he is on the job, gets to know his customer's hobbies, likes and dislikes, his peculiarities of temperament. He studies his man and knows the method of approach and plan of presentation best suited for him. When his sales manager, a "special" or any superior from the home office goes out to call with the salesman upon his trade there is always the danger that the customer's good-will, gained over a long period of study and work, may be lost in a moment.

The salesman under the eyes of his superior is anxious to make a good showing. He is liable to lose sight of the peculiarities of his man in an effort to sell as he thinks his boss wants him to sell. As one retailer told us of such a case, "When he came in with one of those men from the factory who go out on the road to see how the boys are getting along, he tried to force me into buying. I always thought he was a good salesman and had liked him before that."

This retailer prefers to deal with salesmen he has come to know. He doesn't like to feel that he is being made an exhibit either in a sales lesson or a demonstration of the salesman's ability. Loyd Scruggs, president of the Copper-

Clad Malleable Range Company, covered this point in **PRINTERS' INK** of November 5, in explaining why the company's sales manager does not accompany his men into the retailer's store. He said, "When the dealer sees a salesman enter his store accompanied by his superior officer there is an automatic sales resistance set up, no matter how friendly all the parties may be. The dealer has visions of strong-arm methods. He thinks he is being 'ganged'."

Other sales managers and presidents agree with Mr. Scruggs that the place for a sales lesson or demonstration is not in the dealer's store and that all men who are responsible for the work of other men should accompany their men only upon request, and then for a definite purpose with the understanding that it is no place for a show-off of aggressiveness on the salesman's part.

Ready at all times to suggest new ideas, approaches, and service plans, the sales manager should allow his salesmen to do their own selling. It leads to more rapid self-development on the part of the individual and lessens the danger of losing valuable contracts and friendships that have taken time, thought and effort to build.

Drives for Advertising Club Memberships

Advertising clubs, in common with sales managers, have to meet the problem of turnover. One club estimates that its annual mortality averages from 10½ to 11 per cent. To keep their memberships up to a required minimum these clubs from time to time must engage in sales campaigns to sell to prospects the advantages of a membership.

The New York, Los Angeles and Miami clubs are now conducting such campaigns. The Poor Richard Club has just completed one. The question arises: Do such drives for new members bring into the club individuals who have little or no interest in advertising with the result that the club becomes less representative of advertising interests? In other words, after a campaign is com-

pleted, does the club find that it has a quantity membership rather than quality?

The answer to these questions brings us back to the fundamental objective behind the membership drive. This is to strengthen the club's resources, both in a membership that will provide a working basis to justify its existence, and to provide the necessary funds for its maintenance. The sole purpose of the club is to work for the betterment of advertising and selling. If the drive brings in members who have no interest in this important objective, then the drive will prove to be a boomerang.

Club executives realize that there is a danger spot here. The Advertising Club of New York, for example, during its membership drive will not lower its usual requirements. No application will be accepted until the prospect's qualifications have received the approval of the membership committee in accordance with its regular standards. When such careful selection is exercised by a club, its campaign produces further advantages for advertising. It makes the community think and talk about advertising. It brings worth-while business men actively into advertising work.

An advertising club's mission is to spread knowledge on advertising, not to be an honorary society. To those clubs now engaged in membership drives, we would say: Go after new members, get in everyone who has a real interest in advertising. This is almost all-inclusive because every business and every profession makes use of advertising in some form. Retailers, wholesalers, manufacturers, bankers, farmers, lawyers, engineers, the clergy, politicians, all recognize and make use of advertising. As they learn more about advertising, they will be more able to apply intelligently its principles to their problems. Your membership drive will advertise advertising to these various groups and the more recruits you get from these ranks, the better you will be filling your real job for the advancement of advertising.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Clubs Urged to Observe Second Forestry Week

A definite program has been outlined for the activities of the Associated Advertising Clubs of the World in the work of increasing and protecting forests. This program was formulated at a recent meeting of the committee on reforestation, which was presided over by Malcolm Muir, vice-president of the McGraw-Hill Company, New York, who is chairman.

"It may be recalled," said Mr. Muir, "that the executive committee of the Associated Clubs, at its Detroit meeting in January of this year, gave full and hearty endorsement to the plan of the American Forestry Association for increasing the number and extent of our national forests. We believe that the advertising clubs last year were a very important factor in creating public interest in this important subject through their observance of Forestry Week."

The American Forestry Association is planning to hold a second Forestry Week, probably in April, 1926. Mr. Muir urges every club in the United States and Canada to devote a week of their activities to impressing upon their communities the importance of forest protection and to enlist support for a program of reforestation.

The plans adopted by the committee on reforestation will be announced as they are unfolded.

* * *

Cleveland Club Working on Community Fund

The Cleveland Advertising Club has suspended all activities to devote its entire attention to the annual Community Chest Fund campaign which is being conducted this week. The club has been closely associated with this movement ever since it was adopted as a war measure.

Six members of the club are prominent in the campaign: N. H. Boynton, in charge of publicity; Charles E. Adams, general chairman; William Ganson Rose, producer and author of the yearly Fund motion picture film; Thomas V. Hendricks, vice-chairman of the Fund speakers' bureau; Samuel Mather, honorary chairman, and Allard Smith, a divisional chairman. Lincoln Dickey is chairman of a team of club members.

* * *

Rochester Ad Club to Admit Junior Members

The constitution of the Rochester, N. Y. Ad Club, has been amended to provide for a junior membership. Junior members will be admitted between the ages of eighteen and twenty-five years and the dues will be less than those charged for regular active membership.

Buffalo Bureau Reports on "Blue Sky" Schemes

Fraudulent stock promoters are finding Western New York State a poor place in which to do business, according to the report of the Buffalo Better Business Bureau for the year ended November 1. This results from the co-operative activities of the Bureau with the office of the State attorney general which was opened at Buffalo to investigate and prosecute fraudulent promotion schemes under the provisions of the Martin Act.

Through their joint efforts, the Bureau reports, twenty-seven firms were stopped from selling securities. In addition the Bureau forced thirty-three firms either to discontinue their activities or leave the city. Twenty-two firms or individuals were successfully prosecuted through the financial and merchandise departments of the Bureau.

The Bureau now has a staff of eight members and it is planned to increase this number so as to make its work still more effective in 1926.

* * *

First Mexican Club Sends Greeting

ASOCIACION NACIONAL DE PUBLICISTAS
Mexico City, Nov. 6, 1925.

Editor of PRINTERS' INK:

We believe you will be interested in knowing that the first advertising club, known as "Asociacion Nacional de Publicistas," has been organized in Mexico.

This association is made up, at the present time, of the leading advertising men in Mexico City, but its activities will be extended right along to all the principal centres of the country, where other clubs will be established.

Application for membership to the Associated Advertising Clubs of the World will be made just as soon as we are in receipt of their information as to the requisites we must fill.

We send you a cordial greeting.

ASOCIACION NACIONAL DE PUBLICISTAS,
F. Bolaños Cacho,
Secretary.

* * *

Philadelphia Advertising Women Appoint Chairmen

The Philadelphia Club of Advertising Women has appointed Mary Denton chairman of the convention publicity committee. B. Ewing Kempff is chairman of the finance committee; Elsa Raetzerm, hotels, and Josephine Hunt, headquarters and information.

The club plans to co-operate with the Poor Richard Club in acting as hosts to the delegates at the convention next year of the Associated Advertising Clubs of the World. At a recent meeting J. A. Lutz, of the Poor Richard Club, outlined how the women's club could be of particular help in taking care of women delegates.

Urges Advertising Men to Be More Than Technicians

More and closer knowledge of the architecture of business is needed by advertising men if they are to measure up to the requirements of executive leadership, Homer J. Buckley told members of the Engineering Advertisers Association at their meeting at the City Club, Chicago, on November 9. He deplored the tendency of some advertising men to look on themselves as part of a profession and said that this tendency was one of the chief reasons why so many advertising managers never rise above that rank.

The qualifications that lead a man to the larger executive opportunities, Mr. Buckley said, are: A knowledge of costs, accounting and finances; a knowledge of marketing and merchandising; a knowledge of the mechanics of advertising; and the ability to appreciate and write copy.

"It is time that we separated ourselves from the theory that we are professional and not business men," he declared. "Advertising cannot prosper apart from business nor can advertising men develop to handle bigger responsibilities so long as they allow themselves to be mere technicians of advertising. The minute that the advertising man begins to study the architecture of business he will stop changing jobs because he will find plenty of opportunity and recognition right where he is."

* * *

Tom Nokes Honored

The Advertising Club of Johnstown, Pa., gave a dinner on November 16 in honor of its member, Tom Nokes. As previously reported Mr. Nokes was elected treasurer of the newly formed Outdoor Advertising Association of America and the club held this dinner to celebrate this distinction conferred upon Mr. Nokes.

David Barry, president of the First National Bank, of Johnstown, was toastmaster. Among the speakers who paid tribute to Mr. Nokes were Joseph T. Kelly, president, Johnstown Poster Advertising Company; Anderson H. Walters, publisher, Johnstown *Tribune*; Edward W. Hunter, of the headquarters staff of the Associated Clubs; and Judge E. Allen Frost, Chicago.

* * *

Seattle Club Holds Attendance Contest

The Advertising Club of Seattle, Wash., has inaugurated a novel weekly luncheon attendance contest. The entire membership of the club has been divided into six groups. Each week for a period of six weeks, the teams will be pitted against one another, in pairs, so that at the end of the contest all teams will have played six games. Various team prizes, and one individual prize will be awarded at the end of the contest, which will be mainly judged by attendance records.

Salesmanship Is Not Burglarism

"We must get it out of our heads that salesmanship is a refined type of burglarism," said B. J. Williams, director of sales of the Paraffine Companies, Inc., San Francisco, during an address which he recently made before the Advertising Club of Los Angeles. "We should not employ a salesman without strict regard to the moral side of his nature," Mr. Williams continued.

"The salesman," he said, "is not only the representative of the house which sends him out, he is the house itself in the eyes of the customer. His moral integrity is more important even than that of the auditor, for the latter can be bonded. A reputation which it has taken the house forty years to build up may be torn down in a single day by the wrong kind of salesman."

These opinions were developed in the course of Mr. Williams' talk which emphasized the importance of character in salesmanship. This, he stated, is the biggest fundamental. "The primary purpose of business is to render a service to society," he said. "Every salesman should bear this in mind and make it possible for his house to accomplish that fundamental purpose. An organization can be successful only insofar as its salesmen are individually successful and to be successful they must be the right kind of men."

* * *

Describes Reasons That Prompt Buyers to Act

"Advertising, to be productive in the fullest measure, must stress the concepts of value and quality rather than the price," Edward G. Weir, merchandising manager of the Round Oak Stove Company, Dowagiac, Mich., told members of the Advertising Club of Minneapolis at a meeting which was held on November 10.

"Among the chief reasons for buying," he said, "are pride, comfort, cleanliness, and the appeal of the heart. Imitation is an important factor in the art of selling. Many people will buy things in a crowded store where others are buying, not because they really need the article, but because the desire to follow the crowd is overpowering."

* * *

Seventh District to Meet

The Seventh District of the Associated Advertising Clubs of the World will hold its annual meeting at Oklahoma City on November 23 and 24. This district includes the States of Missouri, Kansas, Oklahoma, Arkansas and Louisiana. The meeting will be opened by E. Overholser. C. K. Woodbridge, president of the Associated Clubs, will be the principal speaker.

One of the important developments to be undertaken at this meeting will be the formation of a public utilities advertising departmental for this district.

The Little Schoolmaster's Classroom

GETTING the other fellow's customer is not nearly so resultful a pastime as it used to be. The Schoolmaster is reminded of this as he contemplates the narrowing field of numerous manufacturers and jobbers.

The Schoolmaster is pleased to note that certain leading manufacturers, sensing the changing conditions, are advertising the idea of concentrated effort to their customers. A campaign now carried on by the Curtis Companies of Clinton, Iowa, woodwork manufacturers, is a notable example of this sort of wise procedure.

Curtis, in addressing the retail lumberman, tells him there is a sharply defined limit to his territory which is measured strictly by population. But his sales opportunities are not limited. The dealer is told, therefore, that doing business in a community with a small population and with new building business not very active, he must think of new ways of increasing his business. If he cannot get new customers, in other words, he must sell more goods to the customers he has.

Curtis thus has an opening for some strong sales talk in behalf of permanent furniture—china closets, buffets and the like—which has a leading part in the Curtis output.

The dealer is shown that by getting permanent furniture into a house bill he greatly increases his sales to the people who buy new houses. After a man has built a house he naturally wants new furniture. But he often finds it difficult to get because of the expense of building. He will thus be receptive to a suggestion that he buy permanent furniture so far as possible.

Curtis is advertising a china cabinet that was designed along the general lines of a cabinet from a home built in Connecticut in 1725. The original is on display in the Metropolitan Museum of Art in New York City. The dealer is supplied a catalogue from which

he can choose among this and hundreds of other designs.

After the prospect becomes interested in a china cabinet or a similar article of permanent furniture it may then be a more simple matter to sell him Curtis doors, windows, stairwork, porchwork and exterior material.

The Schoolmaster is not at all surprised to learn that the Curtis Companies regard the plan as being the best kind of advertising.

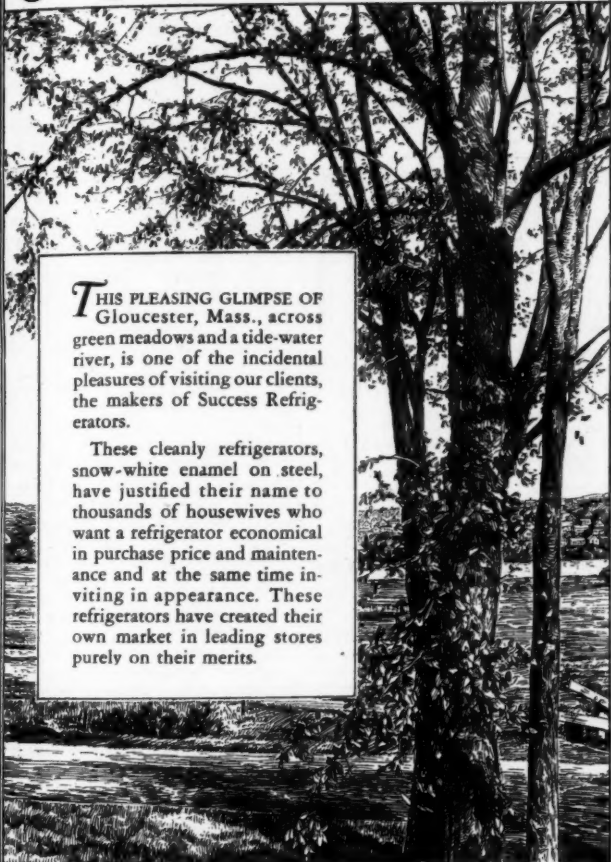
* * *

A member of the class in London sends the Schoolmaster a review of Bruce Barton's book, *The Man Nobody Knows*, which recently appeared in a London newspaper, the substance of which is that the book is "written by a Babbitt for Babbitts, and it even sets out, with a hardihood tinged by earnestness, that Jesus was one too." The editor of the same newspaper takes time to agree with the review and says of the book's presentation of Jesus as the founder of modern business that "there is a certain pathos behind the naive vulgarity and the strange illiteracy of the whole conception."

As the Schoolmaster had not read the book when this review was received, he promptly did so, and passing over the personal opinions expressed by the English reviewer and his editor, found the book to be a tremendously interesting document on two counts: first, because of the author's prominent position and favorable reputation in the advertising world, besides being the son of an eminent minister of the gospel, and second, because of the book's fifth and sixth chapters, entitled respectively, "His Advertisements," and "The Founder of Modern Business," in which the author points out that Jesus was master of the art of attracting public attention and that his conception of His life and work was that it was a *business*.

Every member of the Class will want to read Mr. Barton's book,

O U T L O O K S



THIS PLEASING GLIMPSE OF Gloucester, Mass., across green meadows and a tide-water river, is one of the incidental pleasures of visiting our clients, the makers of Success Refrigerators.

These cleanly refrigerators, snow-white enamel on steel, have justified their name to thousands of housewives who want a refrigerator economical in purchase price and maintenance and at the same time inviting in appearance. These refrigerators have created their own market in leading stores purely on their merits.

CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Est. 1873 A. B. C.

American Sumberman

CHICAGO, ILL.

112 to 138 pages per issue.
52 times a year.

National Miller


Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.
Purchasing power of readers is many millions.
Best producer in the hotel field.
Agency business solicited.
BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

The SIAMESE TWINS of SELLING

 Sales letter and catalog or samples in one envelope. All reach customer in same mail.
DUBL-DUTEE "TWIN" MAILER helps you sell when customers' interest is greatest. Simplest, strongest, costs the least. Write for samples and prices. Manufacturers' Agents Wanted
Commercial Env. Corp. 3024 Lemp, St. Louis, Mo.

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R." Box 23, care of Printers' Ink.

 **Howell Cuts** 

for house organs
direct mail and
other advertising

ask for proofs
Charles B. Howell • Fifth Building • New York

not so much to see whether he sides with Mr. Barton or his English critic, but for the same reason that an advertising man is interested in advertising rather than the product advertised. The Class is not required to take sides on the merits or otherwise of the article presented in an advertising campaign, but rather it is interested in the principles involved in the success or failure of the campaign.

In that aspect, Mr. Barton's book is a commodity which was produced to sell. The publishers put on a sales-promotion campaign which included advertising. The campaign is successful. This is now the seventh month since the book was published and it is one of the best selling books of the season in the non-fiction class. It has already been included in two or three lists of the season's "best sellers." One of the reasons for its success, the Schoolmaster is informed, is the interest in the book shown by dealers, or retail book-sellers. Small dealers have ordered the book in unusually large quantities and are selling it. It appeals to their religious sympathies, and by pushing the book and urging their friends and acquaintances to read it they seem to be finding an outlet to that feeling entertained by the average church member that he ought to do something to give his religion expression in his business. Again, instances have occurred where the consumer has ordered in quantity, i. e., manufacturers and other business concerns have placed orders for several hundred copies so as to put them into the hands of certain members of their organizations, such as members of the sales and office staffs.

Another point of interest to Class members is the name given to the product, which in this case is the title of the book, *The Man Nobody Knows*. It has a merit few will see at first glance. While it contradicts the idea presented by the book, namely, that nobody knows the Personage who, through His use of advertising and because He was the founder of modern business "overcame the world," it nevertheless is a title which touches

Mr. President
Mr. Vice-President
Mr. Treasurer
Mr. Sales Manager
Mr. Advertising Manager—

Salvage this Waste in Your Business

Every sales campaign creates a score of half-sold merchants, a dozen half-hearted dealers to every real up-and-working retailer who is not content to carry your line, but *must* drive it hard.

Every advertising campaign leaves a trail of those who couldn't return the coupon just now—who liked the color but were afraid it wouldn't wear,—who understood you didn't make them for men—the hundreds of the nearly sold for every single true believer and genuine sales prospect. A large part of every dollar your Company spends on sales and advertising returns this kind of half-value that pays no dividends.

Re-Sale is one of the effective answers to this big waste in distribution.

Re-Sale supplies the action channel for the quick movement of goods. Re-Sale applies the multiplication table to turnover. Re-Sale in its fullest meaning is a well-planned, well-organized force behind your merchandise, all the way from you to the consumer.

Ronalds Re-Sale Agency is an organization of men trained in the application of the soundest principles for opening active sales channels to the consumer. We specialize on organized Re-Sale. We plan the application of Re-Sale to your business and supervise its progress; dovetailing and coordinating this added sales-making

force with your established plans for general advertising and selling.

We are not an advertising agency and do not invade that field. We represent no publications and place no advertising. We are not printers nor lithographers. We offer no cut-and-dried direct advertising schemes nor other panaceas. Re-Sale plans are developed solely to meet the needs of your business and are built only on a foundation of facts individual to your business.

Ronalds Re-Sale Agency brings to you the ideas, the ability of a group of recognized specialists in Re-Sale. These men are able, experienced merchandisers. They are not theorists or "swivel chair" salesmen. Actual work in the field supplied the foundation of their sales knowledge. They will give you a fresh viewpoint and an unbiased analysis of your sales problems; real "shirt sleeves" help—as well as highly specialized planning ability.

The time to enlist Re-Sale is now, while you are planning sales and advertising budgets for the drive for a bigger 1926.

We are ready to discuss Re-Sale with you and show you how it applies specifically to your business. Inquiries are invited from executives who are interested in salvaging uncapitalized sales work and advertising—who believe there are dividends in cutting down the cost of distribution.

RONALDS RE-SALE AGENCY, Inc.

Harriman Bank Building, 527 Fifth Avenue, New York
 Telephone Vanderbilt 2981

A SAMPLE COPY of RE-SALE News, a paper published by the Ronalds Re-Sale Agency for salesmen in the field, will be mailed to executives interested in selling problems. This paper is for circulation by Sales Managers to their salesmen and since its first issue has received wide and favorable attention.

Spot Cash for Promising Proprietary or Toilet Goods Business

A meritorious product—a repeater—but not making headway—perhaps underfinanced—mismanaged—internal dissension—partner's death—or some other reason.

A man who has had unusual success in advertising and merchandising drug and department store products wants to purchase outright, or will entertain proposal of control.

\$50 in Gold for Someone

Some agency may have such a client—some account executive may know of such a business—or a druggist who has a product of his own that's enjoying brisk business locally—or someone may have a good idea which can be developed into a paying business—whoever supplies the information that results in our adding another business gets \$50 in gold. Give full details;—if a business—sales and net profits by year last 3 years, reasons for selling, lowest cash price, etc. Address "National Advertiser," 416 Perry-Payne Bldg., Cleveland.

Wanted Finished Letterer and Designer

Must be versatile
experienced and fast

Van Name & Hills

Incorporated

11 East 38th St., New York

ART director

with large agency experience desires new connection. Ability to make modern layout and do finished work in all mediums. Knows sources of art work and is thoroughly familiar with all branches of mechanical production; 10 years' experience. Address "Y," Box 164, Printers' Ink.

the average individual at one of his most vulnerable points—his curiosity.

The Schoolmaster declines to say whether he agrees with Mr. Barton or not. Each member of the Class may form his own opinion after he has read *The Man Nobody Knows*. The fact that makes the book fair subject for comment here is that it is one of the most interesting examples of the application of the principles of successful advertising to a subject that might ordinarily be considered to be beyond the reach of advertising or even business jurisdiction. Whether that is a matter for shame or congratulation may ride for the time being. It will quite painlessly settle itself.

* * *

If the pencil expense of any fairly large business house were subdivided into various classifications there is no doubt that a division headed: "Lost, Forgotten, Given Away and Stolen" would be an important classification.

There is a leak there that cannot be avoided. Trying to stop it would cost more than any possible saving.

There is a way—a very simple way—to get a return out of this loss on pencils.

The Canada Dry Ginger Ale organization in an endeavor to get a good-will return out of this condition has its name printed on its pencils instead of the name of the pencil manufacturer.

* * *

Perhaps it does not appear to be very significant that the rails used by the railroads in this country in the future are to be thirty-nine feet long instead of thirty-three feet as at present. Surely six feet, more or less, in the length of rails is nothing to get excited over. But look at this list of benefits which the American Railway Association announces will result from this change:

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

HAVE YOU \$5,000.00 ?

Have you proven ability as a SUPER-SALESMAN and EXECUTIVE ?

Are you the type of sales executive who can work up and close deals involving \$5,000.00, \$10,000.00, \$15,000.00, \$25,000.00 and even \$50,000.00? Can you select, interest and direct salesmen who have the ability to promote such sales?

We have no stock for sale; we do not require any investment in our business or equipment. We *do* require the man we engage to have sufficient resources to prove that he is successful and to finance himself until he can get his sales organization to producing.

COMPANY—One of the leaders in its industry—Property financed and in business for 29 years.

PRODUCT—So far ahead of any other in its field that it easily leads in sales wherever introduced.

Nature of product and method of marketing insures a steadily increasing volume of repeat orders.

CHARACTER OF POSITION OFFERED—Division Sales Manager.

TERRITORY—Exclusive—covering several states.

COMPENSATION—Commission on all business originating in territory.

Earning possibilities \$15,000.00 to \$25,000.00 per year at outset, with assurance of permanent and steady increase.

SALES INCREASED:

1923	30%
1924	49%
1925	92%

Applicants will be interviewed in New York City and Chicago.

If qualified to avail yourself of this opportunity, sell your services to us by letter, and state whether or not you would be able to begin operations by January 1st, 1926. All communications will be treated in strict confidence.

Address J. D. Claitor, General Sales Manager,
care of Printers' Ink.

Available Advertising and Sales Promotion Man

With eight years of sound merchandising experience

- as adv. mgr. of a daily newspaper
- as copy writer for a nationally known concern
- as Research and Plan man for one of the largest advertising agencies
- as advertising and sales promotion manager of a concern with an advertising appropriation of \$125,000

This young man knows from actual study in the field the entire merchandising plans of some sixty of the largest manufacturers. And his plans are being used successfully today.

Address "U," Box 160, Care Printers' Ink, 230 South Clark St., Chicago, Ill.

"Bill, This Ad is N.G."

WOULDN'T be surprised if I, *here*, but maybe one of the 20,000 executives who go into Friday morning "conferences" regularly to read P. I. (or something like that) will take a chance on it especially if he needs a gentleman with 10 years' sales and advertising experience, exceptionally well qualified in merchandising to department stores. A thorough advertising executive, this chap is, capable of fitting in almost anywhere—selling or planning advertising. Now employed and well paid but dissatisfied.

Please keep in line, gentlemen!

Address "T," Box 159,
Printers' Ink

FLORIDA

FORMER BANK EXAMINER

recently returned from two extensive Florida trips will confer with persons interested in investing in a sound, nationally advertised, agricultural and industrial development, backed by big money and brains; with possible profits of 200% to 300%. If you are in a position to act after investigation, write me for further details and appointment. R. F. P., Room 2005, 342 Madison Ave., New York.

1. The longer rail will enable cars to move more smoothly and thereby save wear and tear on railway equipment.

2. The larger size means a reduction of 16 per cent in the number of rail joints.

3. It means a saving of about one-sixth of the total expenditure required for bolts, nuts, joint bars, etc.

4. It will effect an estimated saving of 16 per cent in track-maintenance expenses.

5. Surveys have shown that a large number of the breaks, and the greatest wear and deterioration in rails occur at the points where they are joined. The larger rail means fewer joints which, in turn, means less likelihood of broken rails and, consequently, fewer accidents.

The Schoolmaster thinks that is an inspiring list. It is proof positive that in every business there are little things which can be done to reduce expenses. Adding six feet to the length of a rail is an interesting way of adding to profits. It is just one of a large number of methods which the railroads have evolved to pare down expenses.

Publishers Increase Directorship

The National Publishers Association, New York, has amended its by-laws to provide for an increase in the number of directors from seventeen to twenty. The additional directors will be chosen at the next meeting of the board.

★ ADVERTISING MANAGER Available

Sound executive. Six years Advertising Director for \$30,000,000 concern. Now employed as Director of Advertising for one of the largest Direct-Mail Advertising Companies. 35. Christian. Salary \$7,000. New York City only. Address "F," Box 20, care of Printers' Ink.

Multigraph Ribbons Reinked

Our **SUR-TE-FIX**

Send 2 Ribbons to be Re-Inked at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

Dept. B, 67 West Broadway, New York City

WIL
F. D
F. C
A. C
M.
G. I

*Com
**Co

169 of a series showing effective coverage of national advertisers

Royal Baking Powder Co.

[Expenditures in 1924]

Newspaper Advertising

\$175,000*

Magazine Advertising

\$312,990**

Royal Baking Powder individuals who
are readers of Printers' Ink and
Printers' Ink Monthly.

NAME	TITLE	WEEKLY	MONTHLY
WILLIAM ZIEGLER, JR.	President	Yes	Yes
F. D. BRISTLEY	Vice-President	"	"
F. C. HITCH	Vice-President	"	"
A. C. MONAGLE	General Sales Manager	"	"
M. J. MONAGHAN	Advertising Manager	"	"
G. H. HOTTENROTH	Advertising Dept.	"	"

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

HELP WANTED

Salesmen of the Highest Calibre Used to earning upwards of \$10,000 yearly. Advance commission, full co-operation. Outdoor Advertising Associates, 631 Singer Building, New York City.

ADVERTISING SOLICITOR on leading monthly trade paper; must be hard, intelligent worker; an excellent opportunity; commission basis with drawing account and expenses. Box 486, P. I.

Advertising Salesman—Experienced mechanical trade paper solicitor with agency acquaintance in Metropolitan district. State experience fully, nationality, age and salary. Excellent opportunity to connect with old-established publication. Box 502, Printers' Ink.

WANTED—Well-known trade paper in New York has opening on sales staff for combination advertiser, solicitor and news representative. Previous trade paper experience preferred. Address, with full details as to age, salary expected, etc., Box 493, care of Printers' Ink.

ADVERTISING SOLICITOR—An exceptional opportunity for a high-grade man to become associated with one of the leading trade publications in its class; commission basis with drawing account; state age and give details as to previous experience. Box 480, P. I.

Advertising Solicitor

Only paper in its field wants \$5,000 a year advertising solicitor. Food product experience desirable.

Applications considered from only men with business paper experience. Give full particulars. Box 484, Printers' Ink.

PRINCIPAL ASSISTANT to advertising manager of prominent industrial equipment manufacturer. Must know DETAILS of printing, engraving, artwork, layouts, campaigns, schedules, etc. Engineering graduate preferred. Will be held responsible for department routine, mechanical production and some graphic creative work. Box 494, Printers' Ink.

Successful Newspaper Man Wanted

We require the services of a competent business man who has had newspaper experience, handling national advertising and job printing. A man who can produce business. Must be a Scandinavian. Give references. Address R. B. Bergeson, Manager, Decorah Posten, Decorah, Iowa.

WANTED—Advertising solicitor, one with trade paper experience and acquainted with space buyers in the Metropolitan district. State full qualifications in first letter. Address Box 488, P. I.

Experienced Advertising Salesmen Wanted—Commission only. 105 West 40th Street (Room 803), New York City.

INDUSTRIAL COPY WRITER

Experienced writer of industrial copy; 24 to 28; wanted by Advertising Agency. Must have good eye for direct-by-mail and publication layout and be capable of producing at once. Splendid opportunity. Cover your experience fully and send a few samples of work. Box 491, P. I.

Old Established Manufacturer Located in Ohio, selling by direct mail through agents; wants young man to handle inquiries and develop salesmen by mail. Must be good correspondent and understand placing of advertisements, checking returns. Permanent position to right person. State age, education, previous experience and salary expected. All applications held in strict confidence. Box 487, care Printers' Ink.

HIGH-CLASS SALESMAN WANTED

The world's largest manufacturer of lithographed metal advertising signs, store displays, merchandising cabinets and devices, now serving the country's largest advertisers, has an opening for a thoroughly experienced salesman to cover Central and Southern Illinois.

Must have rounded out knowledge of merchandising methods, creative ability and be able to meet and sell executives.

Money-making possibilities for real salesman practically unlimited. Permanent employment, liberal commission. Correspondence confidential. State age, nationality, present earnings, business reference. Address Box 503, P. I.

Salesmen Wanted

Two men of personality and real sales ability are wanted to sell Norris Exquisite Candies in East and Middle West January 1st. Norris exclusive package candies, nationally advertised, are sold direct to retail drug, confectionery and cigar stores. Applicants should be under thirty. Must have good education and determination to succeed. Give experience and qualifications in detail. Replies confidential.

NORRIS, Incorporated
ATLANTA, GEORGIA

ADVERTISING—SALES MANAGER

Wanted by manufacturer of food specialty on market over 35 years. Man of good character and habits, ability and ambition, with wide experience in advertising and selling grocery specialty. Excellent opportunity. Give complete confidential information and reference. Also state salary required. Address Box 485, Printers' Ink.

MAIL ORDER MAN

We want a young man, 25 to 35 years of age, who has had actual experience in selling Direct by Mail to Farm Trade, preferably machinery lines. Must be able to manage Branch Office and produce results. Box 483, Printers' Ink.

MISCELLANEOUS**Acme Coin Mailers**

Made in 12 styles. Large advertising space. Holds money securely. Dodd Printing Co., Fort Madison, Iowa.

POSITIONS WANTED

ADVERTISING or BUSINESS MANAGER of experience and ability, live wire, wants connection good publication, preferably Texas or Oklahoma. Box 500, Printers' Ink.

This man desires to enter advertising field. Christian. Age 25. Married. Capable correspondent and executive. Formerly assistant to export sales manager in New York organization. Box 490, P. I.

Advertising Representative with ten years' successful selling experience desires new connection. Eight years selling newspaper space, two years district manager for three trade papers. Box 505, P. I.

DISPLAY ADV. MGR. Experienced, aggressive, 30 yrs. old. New York connections. Best references. Must be in city of 175,000 or more and in the East. Full details on request. Box 492, P. I.

SUBSCRIPTION MANAGER

Young lady, seven years' experience in Circulation Subscription and Promotion work with well-known publisher. Best references. Box 496, P. I.

Free Lance Artist

Seven years' experience in Figure, Posters and Lettering; reasonable in prices. Box 489, Printers' Ink.

Graduate *New York World* staff, national magazine contributor, highly skilled advertising and publicity man with sound ideas, pleasing personality offers exceptional services to advertiser or agency seeking high-class man of unusual merit. Real producer. Box 501, Printers' Ink.

To a Manufacturer:

Agency, direct-by-mail and printshop experience, backed by college education and ability are my tangible assets for the position of advertising manager or assistant. Details by mail before interview. Box 498, Printers' Ink.

Advertising Writer. Three years newspaper experience. Two years Copy Supervisor small agency. Two years specializing direct mail. Working knowledge of lay-out, paper stock, and type. Energetic, good personality, well educated. Married. Christian. Will go anywhere. King Whitney, Geneva, N. Y.

Executive Secretary Available

Woman for several years secretary to one of America's best-known executives, trained in general office routine; a good correspondent with well-developed sales sense seeks a secretarial position offering an opportunity for growth. Address Box 497, Printers' Ink.

EXPERIENCED

Junior Copy Writer—25—four years of newspaper and direct-mail advertising. Christian. College trained. Portfolio contains HIS OWN work. Seeks permanent connection with a future. Will serve trial period at \$35.00. Address Box 481, Printers' Ink.

Capable Assistant for**Advertising Manager
Sales Manager or
Account Executive**

Well educated woman, familiar with all details of advertising and sales department work. Thorough, practical training. Experienced secretary. Box 506, P. I.

**To Train as Visualizer or to
Understudy Account Executive**

Drawing and copy writing ability, small agency experience, Advertising Manager for successful wholesaler, now with big national advertiser as assistant. College, 26, single Christian. Can come to N. Y. last of this month. What agency has an opening? Box 482, Printers' Ink.

Copy—Layout—Type

Clear thinking writer; exacting layout man; pleasing typographer; university advertising training; 3½ years' advertising department experience; seeks promising connection, preferably with agency emphasizing quality work. Box 495, P. I.

... **OFFICE MANAGER** ...
Accountant—32—Married. Will consider a change. **EXPERIENCE** (detailed on request includes:

AUDITING (Tire Manufacturer)
CONTROL OF VOUCHERS (Steel Co.)
ASST. AUDITOR (Motor Car Co.)
OFFICE MANAGER (Tool Co.)

PERMANENT connection desired. Give complete details in reply. South or Middle West preferred.

Address Box 504, Printers' Ink.

EXECUTIVE

Business man with exceptional record as sales executive in U. S. and Canada, business and circulation manager of national publication and accountant seeks new connection with progressive concern with a view to eventual part ownership preferably. A man of ideas, aggressive, one with unique background of business experience and thorough knowledge of French; 30 years of age. Opportunity more important than initial salary. Box 499, P. I.


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THE SATURDAY EVENING POST

IDENTIFY THE GENUINE BY THE NAME ON THE FLAP



Satin Slippers
or Busy Brogues

Zipper Smartness!

You may be a gay dandy—the modern business girl—the mother with afternoon social calls—the college boy or the leading business man—there's a zipper for you.

The season's smartest offering for the woman—her dressing convenience is designed for all ages.

THE W. H. GOODRICH RUBBER COMPANY • Established 1870 • AKRON, OHIO
A member of The Goodyear Tire & Rubber Company, Akron, Ohio, U.S.A.

Goodrich ZIPPERS

See this week's Post

Inside front cover . . . in two colors . . . a Goodrich Zipper Boot advertisement. An example of the work of the Wm. H. Rankin Company, it illustrates how thoroughly this agency of 26 years experience understands the principles of sound merchandising and effective advertising.

342
Madison Ave.
N. Y.
Phone:
Murray Hill 9300

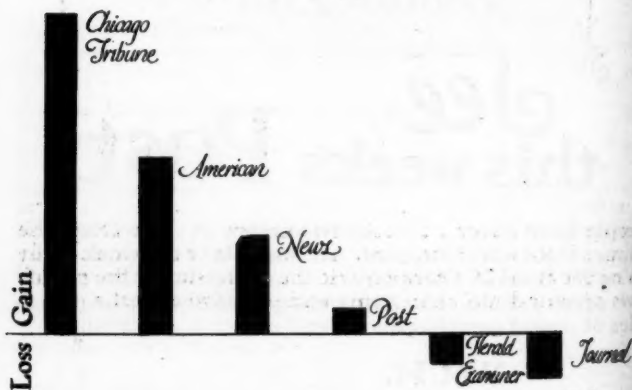
WM. H.
RANKIN
COMPANY *Advertising*

Tribune Tower
Chicago
Phone:
Randolph 6600

Washington Akron Philadelphia Toronto San Francisco London

GAINS and LOSSES of *Chicago Newspapers* in Advertising Lineage

the first ten
months of this
year against the
corresponding
period of last year



The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER